

# THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

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AUGUST, 1937

## M. C. POSTSCRIPTS

\* Candy sales in the South should show a gratifying increase due to the close co-operation between manufacturers, salesmen, and jobbers which developed at the recent S. W. C. A. Convention held in New Orleans. Mr. Albright's contribution in analyzing the jobber situation as it now exists will be read with interest by manufacturers who did not attend.

\* Sweetest Day this year promises to be more universally observed than for many years. Detroit is staging their first Candy Show. The Show will take place just prior to Sweetest Day and will inspire the retailers to feature candy and push the sale of the product on that day.

\* Talbot Clendening emphasizes the importance of selecting a coating best suited to each type of center. "Considering the important influence that chocolate and coating have on the different types of candy and confections, it is regrettable that more thought is not given to their selection."

\* The Candy Packaging Board of THE MANUFACTURING CONFECTIONER met the latter part of July and discussed the new Fall packages that have recently come on the market. The next Clinic will be held in October. Packages should be received not later than the 15th of October.

\* Cacao Fermentation is a new book just published. Mr. Arthur W. Knapp, the author, is the chief chemist of Messrs. Cadbury Brothers, Ltd. Dr. Harris reviews the book and says "that it is the only complete collection on the fermentation of cacao beans now in existence." Mr. Knapp is also the author of "Cocoa and Chocolate Industry."

\* "Every jobber should be required to possess certain qualifications," declared V. G. Perry, Detroit wholesaler, at the recent N. C. A. convention. "These qualifications should include: Business ability and a knowledge of business ethics; an effective sales organization capable of assisting the retailer in selling more candy through proper display of his merchandise."

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**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

# THE MANUFACTURING CONFECTIONER

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## CHOCOLATE Its Selection and Use

★By TALBOT CLENDENING

**C**ONSIDERING the important influence that chocolate and coating have on the different types of candy and confections, it is regrettable that more thought is not given to their selection. It is a common experience to pick up candies on the market that are coated with chocolate that is entirely unsuitable for their particular type of center. Then, there are others to which, no doubt, consideration has been given, but which obviously are lacking in one of the qualities that insures a perfect piece. Therefore, one must conclude that, in many cases, insufficient attention is given to this angle of developing chocolate coated items, or the manufacturer has allowed price to outweigh his better judgment. Although price is an important factor, especially on competitive items, better eating qualities insure greater acceptance and repeat sales. Ofttimes the increase in the formula cost for securing these added eating qualities is small, and in the end is more than offset by reduced selling costs resulting from repeat business.

To correctly select a chocolate coating, the manufacturer should be influenced by the following factors: type of chocolate, flavor and eating qualities; viscosity and stabilization.

### **Select Coating Best Suited to Each Type of Center**

For each particular type of center to be coated, there is a chocolate best suited,—in other words, one that will perfectly blend with the center. For instance, take an extremely sweet, *hand-rolled cream center*. This will blend better with a *dark, semi-sweet vanilla* coating.

The coating must contain sufficient sugar to offset the bitterness of the chocolate liquor, but not enough to make the coating overly sweet, because of the sweetness of the center. If, on the other hand, we use a coating which is too much on the bitter side, it will detract or interfere with the mild true fruit flavors that in many instances are incorporated in the centers.

For *caramels* and *nougats*, it is better to use a slightly sweeter coating of a *mild vanilla* type. When an *assortment* is being made for package goods, however, a coating that is *between* the two foregoing types should be selected; one that is suitable for *both* the *cream centers* and the *caramels* and *nougats*, as in many cases two shades of chocolate are not desirable in the same package.

For *mint patties*, a coating of the *bitter-sweet* type, but tending more to the bitter side, blends better. In my opinion, the sweetness of the center, combined with the bitter chocolate and the strong mint flavor, makes a delicious eating confection.

For *nut meats*, an *extra sweet heavy* coating is used to best advantage,—and this for several reasons. Nut meats are usually heavily coated. This makes for better eating quality at no increase in cost, as coating is usually less expensive than the nut meats. All nut meats contain oil, and by using a heavier coating, which is naturally lower in fat content, a greater resistance is offered against the oil of the nut meat seeping through, resulting in longer shelf life.

A *medium dark* coating, more on the sweet side but not so sweet that it interferes with the chocolate char-



acter, is desirable for *cast* and *chewy* centers—those containing larger quantities of corn syrup.

*Milk chocolate* and milk coatings are becoming more popular every day, and any or all of the above mentioned centers are coated in milk coatings. In many cases they blend very nicely but the finished candies are very rich, due to their extreme sweetness. Therefore, broadly speaking, a person cannot consume as many of them at one time, as the dark vanilla coated pieces.

### **Eating Qualities**

To determine the eating qualities of a coating, it should be carefully sampled at about 70° F. before applying it to the candies. Be sure, however, when sampling the chocolate that it was properly tempered prior to moulding. It is useless to judge an improperly tempered coating, because in such a case the fat crystals have not been properly formed and the result may be grittiness, as well as a greasy character detected on the roof of the mouth. I have also known cases, where chocolate has been suddenly chilled, to be actually gritty, due to aggregation of sugar particles. In sampling, take into consideration its flavor, the smoothness with which it eats, and its general eating qualities.

I have also found it advantageous in appraising a coating to completely melt it. While your customers never have chocolate in this form, in a melted state you are able to detect not only the superior but also the inferior character of beans and other flavors frequently found in chocolate, which are not always apparent in the solid state at normal room temperature.

### **Viscosity**

Another important factor in the selection of a coating is whether its viscosity is suitable to the purpose for which it is to be used. Viscosity is a measure of the fluidity of the coating and is an indication of the ratio of coating to center on your finished pieces. The lower your viscosity as expressed in numbers, the smaller will be the percentage of coating you will have on your centers; the higher the viscosity in numbers, the greater amount of coating you will have on your centers. The usual equipment employed for determining the viscosity of a coating is the MacMichael Viscosimeter, although unfortunately, there is no standard method used by the industry as a whole for interpreting their results. Therefore, viscosity readings of one manufacturer frequently bear no relationship to the viscosity readings of another. Until standard methods are adopted by the industry, the viscosity determinations will be of value, generally speaking, only when compared with coatings from the same manufacturer. Nevertheless, a viscosity determination is important because it insures a uniform coating at all times, which, in turn, assures the user that he will obtain the same percentage of coating on each center.

A high viscosity or thick covering coating is never difficult to obtain, as when the cocoa liquor and sugar are mixed together a paste is normally formed. It isn't until the cocoa butter, which, incidentally, is the most expensive of the ingredients, is added to this paste that the coating starts to thin down. To get coatings thin enough so that they will work easily, particularly on damp days, has always been the problem of chocolate users, and this is probably one of the reasons why they are so fat conscious. Aside from flavor and price, the average buyer of chocolate today is more interested in fat content than anything else. In my opinion, this is entirely wrong and really works against his best interests. There is no necessity for

having a higher fat content in coatings than absolutely necessary to give the desired coverage. Now that lecithin has been made available to the chocolate industry, it is possible to cut back this added fat still further, and thereby protect our chocolate goods against bloom and give them more snap, greater gloss, and added shelf life.

After all, when the American people think of chocolate, they think of the 5c chocolate bars they buy on the stands. Yet, these in every case are several percentages lower in fat than the normal chocolate coverage used on candy, and the closer we approach these bars, the better will be our flavor, as we will be using less cocoa butter to dilute the natural chocolate flavor of our covering.

The American candy manufacturer and chocolate user has long been viscosity conscious, as it is not an uncommon sight to see a pot of melted cocoa butter beside the dipping table or melting kettle. I feel sure, however, that our bloom problem has improved considerably in recent years with the gradual abandonment of this practice. The addition of cocoa butter at the dipping table or in the melting kettle is responsible for more bloom trouble than any other single factor in the average plant. In any plant with which I have been connected, I have always insisted that we obtain a coating of correct viscosity for our use so that cocoa butter would not be required; or in cases where our company manufactured the coating, that the chocolate department delivered a coating of satisfactory viscosity to the coating department. The addition of cocoa butter at the dipping table or melting kettle is not only expensive, and apt to affect the color of the finished piece, but also in the majority of cases does not permit the cocoa butter to bind in with the original fat and renders the dipped piece upon cooling liable to premature bloom.

### **Stabilization**

A stabilized coating is one in which the viscosity is fixed. Every manufacturer has on numerous occasions had a coating which has worked beautifully for several days and then suddenly thickened up without any apparent cause. Where this coating is being run on a piece on which costs are based on a predetermined ratio of center to coating, it not only skyrockets costs, but frequently holds up the entire line, due to the goods not being uniform. A coating can be stabilized by the addition of the correct percentage of lecithin. When so stabilized, it will not thicken under normal operating conditions, but will maintain a fixed viscosity and insure uniform coverage. To me, this is one of the most important advantages of lecithin, and one that has been too little emphasized in its presentation.

### **Tempering**

When a coating manufacturer completes his process of manufacture, he moulds the chocolate into 10-pound cakes for packing and transporting to the user. When a coating is so moulded, it becomes solid and many properties of cocoa butter, apparent in liquid state, no longer obtain. We must again melt and temper such a coating before it will be suitable for use as a coverage.

Much depends upon the subsequent handling and treatment of chocolate coatings in preparing them for their ultimate use. In melting, a temperature of 130° F. should be reached in the case of sweet, and 120° F. in the case of milk coatings, and these be maintained for a sufficient period of time for uniform smoothness to result. The main object in melting is to bring the



coating into uniform condition, free it from lumps, and maintain it at the proper temperature for a sufficient period of time so that the higher melting fractions of cocoa butter will be entirely liquefied. After this is done, the temperature must be gradually lowered until it begins to mush around the sides of the melting kettle, which will occur at approximately 85° F. Then raise the temperature gradually to the dipping temperature, which is usually 88° to 90° F. It should be remembered, however, that the time required to drop coating from 130° F. to the lowest point reached must be carefully regulated. Naturally, the time will depend upon the amount of material in the kettle, the speed of agitation and the temperature of the cooling water.

The operation of tempering, by which the value of any coating is increased, depends upon the fact that cocoa butter is a complex mixture, composed of high melting and low melting fractions. If the high melting fractions remain in liquid state, the same result is not obtained as when they are properly grained out before the coating is applied to a center. We know that in the crystallization of a solid from a liquid in which it is dissolved, crystals will be coarse or fine, uniform or irregular, according to the speed of crystallization and whether or not the solution is agitated during this period. It can be seen, therefore, that if temperature is lowered too quickly, the proper quantity of higher melting fractions will not be permitted to come out. Later in the tempering process, the remainder will become solid and separate, but physical condition will not be the same as when a slower cooling has occurred. This applies for either machine coating or hand dipping, and success or failure depends upon its suitability when taken from the tempering kettle.

#### Coating Temperatures

When tempering is completed, the chocolate is ready for the coater or dipper and care must be exercised during this operation to maintain uniform temperatures. The temperatures employed in using a tempered and stabilized coating may vary. Generally speaking, such a temperature may range from 87½° to 90½° F. This is affected by plant conditions, the type of chocolate, and the temperature of the center. Regardless of accepted temperature limits, one fact should always be borne in mind—exceptionally high gloss on goods coming from a cooling tunnel is a danger sign. Premature bloom will result in many such cases. Generally speaking, it is desirable to use chocolate for dipping at as low a temperature as will be practical. The resulting product will then have a superior finish and require less cooling time. However, on high liquor coatings of the dark and bittersweet varieties, better gloss is invariably obtained with both machine coating and hand dipping, when the temperature of the coating is raised 1° to 1½° over that normally employed for straight vanilla coatings. This is apparently due to the fact that in coatings of this type, the fiber content is so high that the free fat is not as great, and a higher temperature is therefore necessary in order to give a fat film on the outside to cover the fiber particles.

#### Cooling Temperatures

Consideration must also be given to the drying time. In most cases, this period is not long enough to produce the best finish or insure the longest shelf life. Many plants have the temperature in their cooling tunnels as low as 45° F. and cool their chocolates in anywhere from 6 to 12 minutes. This is very fast time as compared with the ideal conditions. The usual temperature for drying hand-dipped chocolates is 60° to



Gerald Mullane, president of John Mullane Company, presented his friend, Mr. Wilson, with fine chocolates. A tray of special wafers bearing the figures of radio tubes, towers and microphones was included.

## Candy Dedicates 10,000-Watt Transmitter

Cocktails, banquets and speeches usually play a leading part at radio dedications, but when WCKY, Cincinnati, officially put its new 10,000-watt transmitter on the air the stage was monopolized by—candy. Knowing that L. B. Wilson, WCKY's president and general manager, has been a lifelong and constant consumer of fine candies, the station's staff gave him the biggest box of chocolates in the world as a surprise. The confections were especially made in the John Mullane Co. factory in Cincinnati. There were 10,000 chocolates—one for each watt—and each bore the call letters "WCKY" and the Roman numerals for 10,000, "XM."

Gerald Mullane, president of the John Mullane Company, sent a de luxe box of candy to his friend, Mr. Wilson, along with the 10,000 "WCKY-XM" chocolates.

62° F. and requires 45 to 50 minutes. It is generally known that hand-dipped chocolates have a better finish and resist warmer temperatures better. It is, therefore, preferable that hand-dipping conditions be met as closely as possible.

Chocolate is still the most popular of all confections. If properly selected and properly used, it is surprising how little trouble it will give the men in the plant or your dealers on their shelves. From the standpoint of a practical man in the plant, the two most important points regarding chocolate coating are: (1) getting a coating of the correct viscosity, and (2) getting a stabilized coating. From the sales viewpoint, the two important factors are: (1) select the correct coating for the center, and (2) apply it under proper conditions.

N. C. A. PRESIDENT TELLS SOUTHERN JOBBERS

# HOW CANDY DISTRIBUTION Can Be Restored to Its Proper Channels

★ By THOMAS J. PAYNE

President National Confectioners' Assn.

Address at Annual Convention,  
Southern Wholesale Confectioners Assn.  
New Orleans, Louisiana, July 21

**O**N account of the impetus given the whole question of candy distribution at the recent National Confectioners' Association Convention, your Secretary has asked that this be the theme of my talk to you today.

The subject was discussed from all points of view at our Town Hall Meeting, to which delegates had been sent from organizations representing nearly all channels of distribution or the mediums through which candy presumably flows from the manufacturer to the consumer. The word, "flows," is used herein rather figuratively, because these channels no longer flow freely, having overflowed their banks, in many cases cutting new channels, wrecking the old land marks, and spreading general havoc and devastation.

It was this situation which induced us to invite representatives from various classes of distributors to find out what could be done to get this flow of commerce back into designated, recognizable channels.

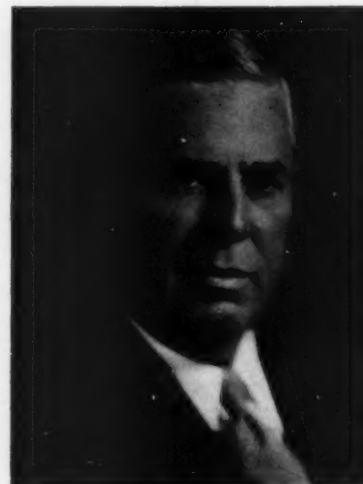
Perhaps, before we attempt flood control, it would be well to back off for a while and get a history of the conditions that led to this general inundation.

History, as my old professor used to say, is like a bustle because it is a fictitious tale based on stern realities.

The same thing that has happened to the candy business has happened to the whole country. There has been a steady infiltration of outsiders, non-citizens and wobbles whose idea of freedom in America meant freedom of the sawed-off shot-gun; the freedom to destroy and the freedom to incite rebellion. This is what "the land of the free" means to many who have come to our shores. This is what freedom of commerce means to many who have gone into the candy business. It is rather strange that they are protected by laws. There are laws to protect them but not to protect us against them. Nay, more, they are encouraged by those in authority in their endeavor to destroy our established institutions.

Infiltration in the candy business has gone on faster than the absorption. There was not enough candy business to support the newcomers without their using their sawed-off shot-gun of bad business practices against those who were already in business, living happily and enjoying a reasonable degree of prosperity.

After all, there aren't any differences or friction be-



THOMAS J. PAYNE

★ What Jobbers must do to aid the manufacturers in establishing "controlled distribution" through authorized dealers was outlined by Mr. Payne in his talk before the distributors of the South and the visiting manufacturers' salesmen attending the SWCA New Orleans Convention. The major portion of Mr. Payne's address is herewith presented.

tween the better class of jobbers and the better class of manufacturers. Happily, there are enough left of both classes to sit down and try to find a means of living together and prospering under the conditions in which we find ourselves.

During the last decade many candy manufacturers have gone into business and grown to great proportions. In their rapid strides they were not always ethical either—that is, they did not care much what happened to the rest of the manufacturers who were trying to conduct the candy business along rather steady lines.

The same may be said of the jobbing business. Jobbers came in and ruthlessly went after what they

wanted. It is rather ironical that, after they got what they wanted, they began to look to the rest of the industry to protect them against new aggressors. . . .

### **Time to Consider Controlled Distribution Through Jobbers**

The present time seems to be shaping up for something to be done about our evils besides talk. It seems practical now to consider controlled distribution through jobbers.

By "controlled distribution" I mean discriminate selling through authorized dealers; the preventing by a manufacturer of his candy being used as a "loss leader," like the ice cream company Mr. Perry, of Detroit, referred to at the Town Hall Meeting. This ice cream company secured and was sold several lines of candy which it resold at practically cost to the stores that bought its ice cream. Special and secret discounts—there is a law against it! By "controlled distribution" I also mean distributing candy through recognized channels of distribution which will be required to resell it at a reasonable profit.

Everybody is agreed that jobbers should be organized, standardized and recognized—provided somebody else does the organizing and recognizing. This cannot be done by leaving it to the manufacturer, nor to the jobber. It cannot be done unless all work at it with a hearty good will. The National Confectioners' Association made a stab at it last fall—and the jobbers of the United States slapped us in the face. I am talking about the Dun & Bradstreet Survey which was to be used as a basis for organizing, standardizing, and recognizing. Jobbers of the United States subscribed to this movement in the proportion of 55 to 8,000!

Nothing can be done about distribution unless jobbers form themselves into strong self-supporting associations, clearing through a national association. I believe reputable manufacturers are willing to confine themselves to jobbers who are recognized by local associations as responsible and ethical. This would be a very definite step, I think, to limiting indiscriminate selling to anybody who will buy candy. If you want manufacturers to confine their distribution to definite jobbers, you must get together and set up proper standards. My conviction is that manufacturers, in the main, will and do unselfishly cooperate with local associations.

The National Confectioners' Association now considers another plan which would be a step forward in this direction. It will need the support of every responsible candy jobber and manufacturer in the United States.

### **A Word to the Salesmen**

And, here, I want to say to the salesman in the South and everywhere else that your manufacturer is not entirely to blame if you are spending your time ringing doorbells and swinging lanterns at night to get orders. Manufacturers are not always conversant with local situations; you are. It takes courage, I know, to pass up an order. My company tells its salesmen to tear up one order every day just to increase their self-respect. When a candy salesman sicks teachers and boarding house people onto the candy jobbing business, he certainly hasn't much respect nor regard for his profession, nor for the house he represents.

I know how it is, men. The house is hounding you for business; you figure the local jobbers are not worth a continental and buy your stuff and do nothing about selling it; you go into a town and they tell you they



R. L. Hodges, popular Cherry Specialty Company, Chicago, Southern representative, was host at the company's exhibit at the S. W. C. A. Convention. The exhibit included a high revolving modernistic Christmas tree, a public address system, and a target and dart contest with prizes for scores.

have some of your goods but it hasn't hopped off the shelves right down somebody's throat. Then all of your fine theories are knocked into a cocked hat, so you go out with your sawed-off shot-gun, too, and fire loose, regardless of consequences and play hell generally with your channels of distribution. Then, you are no longer a salesman but a door-to-door canvasser, ringing doorbells, sneaking out of the hotel before breakfast to see a jobber who has no business to be a jobber, or driving fifty miles to see a jobber that has no business to be a jobber. Pity the poor manufacturer who has to back you up in an operation like this.

And you jobbers: how often do you deserve what you get? When nationally known brands were advertised and worked from store to store by missionary men and you ran around saying, "What do you want today?" and ceased to be a jobber—what right did you have to ask that your entrenched rights be protected by manufacturers who wanted a job done and came to you to do it? How about the manufacturer of bulk goods who depended on you for generations? Could you expect him to close up shop because you stopped selling bulk candy? Of course not! He went to the chain stores. He may have done it, anyway, but you certainly drove him to it with a vengeance.

We are all to blame, and it's no use wasting our time with recriminations, for we must turn our hand to cooperation. When you find a friend down in the gutter, it doesn't do much good to worry about how he got there, but to see what can be done to put him on his feet again.

This can be done by controlled distribution; by individually controlled resale prices; by the manufacturer. (Turn to page 40)



A COMPLETE WORK ON

# CACAO FERMENTATION

Subject Thoroughly Covered in Book by Cadbury's Chief Chemist

★Reviewed by C. P. HARRIS, Ph.D.

**"S**INCE 1913 much has been written on the subject of cacao fermentation but the contributions are very widely scattered, many are not readily accessible, and a relatively small amount of fundamental information is contained in the mass of material. No further book on the subject appeared and I felt that a critical resume of all that had been published on the scientific aspects, mainly biochemical and chemical, would satisfy a need. I was encouraged to make the effort by the thought that those who started research on this subject were handicapped by the absence of such a monograph, and that as I had investigated the subject at intervals during the last twenty-five years and knew the properties of the fermented bean which were considered desirable by those who purchased the finished product, I had some qualifications for the task."

With this typically British understatement the author describes his purpose. The work stands alone as a complete compendium of the knowledge of cacao fermentation at the present time. The text is clear, concise and complete. It reflects the clarity of mind which obviously belongs to Cadbury's chief chemist. Throughout the 170 pages of the text occur paragraphs which will certainly inspire productive research. The following passage is an example:

## **"The Use of Sweatings"**

"When cacao is fermented in a heap on the ground, the sweatings sink into the earth, and as a new position for the heap is chosen each time a fresh one is made, one is not conscious of the sweatings. Where boxes are used, the sweatings are often carefully drained away and sometimes collected. They are very unstable and continue to ferment. One would like to see this by-product, which is often a nuisance to the planter, made use of. The author has heard of sweatings being used in a way that cannot be recommended, that is to pour over unfermented beans, prior to drying, to give them the acid tang that is associated with fermented cacao. The author has suggested that planters might with advantage use the first day's sweatings from one box to pour over the fresh cacao just put in the box, particularly when the pulp on the bean is less than usual. This would give a flying start to the fermentation. Briton-Jones has pointed out that this method has certain risks, and if used by farmers who lacked scientific training would not be likely to give consistent results.

"It is evident from their character and composition that sweatings could be used to produce a drink resembling cider, which would contain besides alcohol minute quantities of the stimulants caffeine and theobromine. There is present also a small percentage of

pectin and mucilage (the addition of alkali causes the sweatings to gelatinize), and cacao-jelly is said to be occasionally prepared from it. Sweatings also contain citric acid, but the amount is so small that, if recovered from the sweatings, it would cost more than when prepared either from lemon juice which contains ten times as much, or by the recently introduced fermentation process. Samples of fresh sweatings sent in bottles from Trinidad to England were found by the author to contain from 6 to 9 per cent of absolute alcohol by volume. In Grenada in 1924 a satisfactory yield of industrial alcohol was obtained from sweatings, but there stood in the way of commercial success the difficulty and expense of obtaining a sufficient quantity from so many scattered cacao estates.

"Hudson has shown that sweatings will yield a mellow but strong rose-colored vinegar, the average percentage composition of which is: Acetic acid 6.2, extract 1.7 and ash 0.25. The only way to exploit these possibilities on a commercial scale would be to deal with very large quantities of cacao at one central fermentary and have the sweatings treated under scientific control. With the growth of central fermentaries, such as exist in Nigeria and Tobago, this may become possible."

The book is written in thoroughly scientific style in context, treatment and tone. Its importance to chemists working in the field will prove to be very great. At the same time the language is sufficiently non-academic so that men without formal technical training, but who are interested in the subject will be able to understand most of the essential parts. The chapter headings are as follows:

I. Introductory; II. Methods and Conditions; III. Fermentation of the Pulp; Micro-organisms and Temperatures—General; IV. Fermentation of the Pulp (continued): Succession of Organisms and Explanation of High Temperatures; V. Fermentation of the Pulp (concluded): Changes in Composition of the Pulp and Sweatings; VI. Fermentation for Short Periods; VII. Changes in the Interior of the Bean: The Death of the Seed; VIII. Changes in the Interior of the Bean (continued): The Enzymes Present; Changes in Composition; IX. Changes in the Interior of the Bean (continued): The Cacao Tannin; X. Changes in the Interior of the Bean (concluded): Theobromine, Caffeine and other Constituents; XI. The Production of Acetic Acid; XII. Ripeness of the Pods and Improved Methods; XIII. Alternative Methods to Fermentation and Production of Aroma; XIV. Temperatures of Fermentation; XV. A Chat about Drying.

The book contains a complete bibliography arranged (Turn to page 45)

## USING CENSUS DATA TO

# Improve Confectionery Wholesaling

★ By JOHN ALBRIGHT

Wholesale Division, Census of Business

Address at Annual Convention, Southern Wholesale Confectioners Assn.

**N**ATURALLY, you are interested in the information developed on the wholesaling of confectionery. As you gentlemen well know, the confectionery trade is difficult to define. A representative of Dun and Bradstreet, with whom I talked recently in New York, after making some studies in the food field questioned the advisability of speaking of it as a trade. Certainly confectionery—and as the term is used here it includes candy, chewing gum, confections, popcorn balls and cakes, salted nuts, stuffed dates and related products—constitutes an important secondary line for many beer distributors, drug wholesalers, grocery houses and tobacco jobbers, as well as being the major line for many wholesalers. As will be shown presently, there are more grocery, tobacco and drug houses handling confectionery than there are houses specializing in the trade.

On the retail side the marketing of confectionery is even more difficult to follow. Bar and, frequently, packaged candy and chewing gum are commonly sold by most classes of food and general stores and many department stores, variety stores, filling stations, eating and drinking places, drug stores, cigar stands, roadside stands and news dealers. On the whole it seems safe to assume that one-half of the retail stores of the country handle confectionery in some amount.

If we add to the retail stores the hotels, places of amusement, service establishments and other similar businesses, it appears that there are close to 1,000,000 establishments selling confectionery to consumers at retail. The servicing of this large number of outlets by frequent deliveries of an universally used commodity has no doubt encouraged many wholesalers to adopt it as a side line. The fact that the taking on of the line requires little or no additional capital is a contributing factor.

### \$300,000,000 Industry

The total value of confectionery produced in the United States in 1935 by the 1,340 plants included in the Census of Manufactures, those with an annual output of \$5,000 or more, amounted to \$308,000,000 of which \$48,000,000 was reported by the 26 plants engaged primarily in the making of chewing gum. This amount does not include the production of the numerous small "candy kitchens" and home industries selling at retail usually on the premises. It does, however, include practically every plant selling all or a part of its output through wholesalers. The 1,340 plants reported that two-third of their sales were to wholesale distributors

while one-third was sold to retailers, including retail chains, or direct to consumers. In 1935, therefore, the sale of confectionery by manufacturers direct from their plants or from their branches to wholesalers was slightly in excess of \$200,000,000.

### 7,557 Wholesale Distributors

Turning now to the wholesale census of 1935 we find over 7,550 distributors selling confectionery at wholesale. This number includes service wholesalers, semi-jobbers, cash-and-carry wholesalers and wagon distributors who have established places of business. It includes houses which sell confectionery as a secondary line, provided it represented an important part of their total business, as well as specialty houses. If we divide by 7,557 the total reported sales of confectionery manufacturers to wholesale distributors we find that the average wholesale establishment for the country as a whole purchased in terms of manufacturers prices approximately \$28,000 of confectionery in 1935. Inasmuch as each wholesaler normally buys from a number of manufacturers, it is readily seen that the account for any one is usually small.

Of the 7,557 establishments, only 2,070 were engaged primarily in selling confectionery while 5,487 carried such commodities as a secondary line. The latter figure was composed of over 100 beer and liquor distributors, approximately 100 drug wholesalers, 45 general merchandise establishments, 3,700 grocery houses and 1,500 tobacco distributors.

### Confectionery Wholesaling \$1.90 Per Capita

The sales of the 2,070 specialty houses amounted to \$112,000,000, approximately \$90,000,000<sup>1</sup> of which was candy, chewing gum and other confections, whereas the confectionery sales for those to whom it was a secondary line amounted to approximately \$150,000,000<sup>2</sup>. Hence the total sales of confectionery by distributors and jobbers, including sales of approximately \$14,000,000 to sub-jobbers, for the year 1935 amounted to \$240,000,000. This sum was equivalent to \$1.90 per capita<sup>3</sup> for the country as a whole. The annual per capita figure varied, of course, with geographical location and density of population from approximately \$1.50 to well over \$2.00. It should be carefully noted that the \$1.90 represents per capita sales at wholesale and not per capita consumption. The latter figure would be substantially higher.

In 1929 the per capita wholesale figure was slightly in excess of \$3.00. The difference between the figures for the two years resulted primarily from the change in

<sup>1</sup> Based upon an 86% sample of sales by commodities.

<sup>2</sup> Based upon a sample of more than 50%.

<sup>3</sup> Based upon 1935 population estimates.

price level although other factors were doubtless involved.

### Louisiana Studied

The figure of \$1.90 may be used in approximating the total wholesale volume for an area providing proper adjustments can be made for price changes, geographical differences, population density, and providing also that the population of the wholesale market can be determined. To illustrate, one may wish to study the Louisiana market and arrive at a usable total confectionery wholesaling figure. One of the first problems confronting him would be the demarcation of the Louisiana market. Distributors sell where the market promises to be profitable and are not limited to the confines of a given State or group of States. Jobbers here in New Orleans sell in Mississippi and possibly in other States as well as in Louisiana. Outside jobbers may sell to Louisiana retailers. To date no satisfactory formula has been found for delimiting marketing areas. Hence the mathematical accuracy of our figures stops at this point and must be supplemented by judgment, particularly of those like yourselves who are familiar with the trade.

If we assume that outside jobbers sell about as much confectionery in the State as Louisiana jobbers sell outside the State, which is extremely doubtful, we have a working population basis. Or we may assume that Louisiana jobbers sell the equivalent of all their own State and, in addition, one-fourth of the Mississippi market.

Preceding on the latter assumption the population basis becomes 2,374,000 (1935 figure). A study of the per capita wholesale sales of trades to which confectionery is closely allied such as drugs, groceries and tobacco reveals that Louisiana is approximately that of the United States as a whole, hence, we may assume that the figure of \$1.90 per capita is reasonably applicable. Multiplying that population for the area by \$1.90 gives a working figure of \$4,500,000 which represents the expected total in terms of 1935 prices of confectionery wholesaling, all classes of jobbers, in the State.

The \$1.90 per capita can be corrected for changes in price level for any given year by use of the index of wholesale prices as published monthly by the Department of Labor. For instance, prices in May of this year (1937) were 9% higher than in the corresponding month of 1935. The per capita for this year would need to be corrected accordingly which gives a figure of \$2.07. This figure, multiplied by total population, corrected to 1937, gives a current workable figure. In this illustration, however, we shall proceed with the 1935 figures.

On the basis of \$4,500,000 for the market, 45 distributors might reasonably expect annual sales of \$100,000 each, on the average, or 100 distributors might expect an average of \$45,000 each. A special tally of the 1935 Census reports reveals that there were actually 165 full-service or limited-function wholesalers in the State distributing confectionery in a wholesale manner. Of this number only 24 specializing in the trade. Many of the remaining 141 sold confectionery in only minor amounts. The average for all establishments was less than \$27,000.

### Larger Wholesalers Have Lower Costs

A study for the country as a whole of the operating expenses of jobbers specializing in confectionery reveals that, in general, the expense ratio decreases as the annual volume of the house increases. Of the 1,580 service wholesalers (not counting wagon distributors and cash-and-carry wholesalers), 305 made sales during 1935

totaling less than \$10,000 each. The expenses of these establishments amounted to 16c per \$1.00 of sales in contrast, as shown by the following tabulation, to expenses for establishments with sales of \$100,000 to \$200,000 amounting to 13.7c per \$1.00. For those with sales of \$200,000 to \$300,000 the rate was 10.6c and for those with annual sales in excess of \$500,000, expenses were only slightly in excess of 7c per \$1.00. The average for all houses with over \$100,000 volume was 11.4c divided as follows: administrative expenses 3c per \$1.00 of sales, selling expenses 4c, delivery 1½c, warehouse and occupancy 2c, while the remainder was classified as "other expenses."

### Summary of Confectionery Wholesalers

By Size of Business: 1935 (Includes only Wholesale Merchants Specializing in Confectionery)			
Business Size	Number of Establishments	Net Sales	Expenses per cent to sales
TOTAL .....	1,580	\$97,866,000	12.2
Under \$10,000 .....	305	1,325,000	15.9
\$10,000 to \$49,999 .....	661	16,464,000	13.2
\$50,000 to \$99,999 .....	341	23,731,000	13.2
\$100,000 to \$199,999 .....	175	23,881,000	13.7
\$200,000 to \$299,999 .....	51	12,029,000	10.6
\$300,000 to \$399,999 .....	35	12,629,000	10.7
\$500,000 and over .....	12	7,817,000	7.2

### Smaller Establishments Most Numerous

In view of the fact that expenses are lower for the larger establishments it is significant that, for the 1,580 specialty houses, the smaller ones are most numerous. Of the total, 305 had annual sales of less than \$10,000 and 661 reported sales of \$10,000 to \$49,999, or a total of 966 establishments had an annual volume of less than \$50,000 each. The presumption is that these smaller houses are making a profit—otherwise they wouldn't stay in business. It would seem, however, that economies could be introduced through larger size and more selective distribution.

This conclusion is further borne out by a study made by the Foreign and Domestic Commerce Bureau of five confectionery wholesalers in Cincinnati in 1934. This study showed that jobbers increased their sales per customers more easily by trying to sell more items per order rather than by trying to increase the quantity of a given item per sale.

This suggests the advisability of the jobber carefully selecting a broader line of confections and through a combination of items obtaining larger orders. Larger and more economical establishments which have reasonably complete coverage of the market offer advantages to a manufacturer by reducing the number of contacts for his salesmen and by providing better credit risks. On the other hand if there are fewer wholesalers, that reduction in number can come about only if the remaining ones can meet the requirement of manufacturers which is complete coverage of retail outlets—There are in this territory at least 12,000 to 14,000 retail contacts. Whether or not these contacts can be maintained continuously without the services of sub-jobbers and side line wholesalers is a problem for the trade to solve.

By use of a method not unlike that outlined above, it is possible to prepare similar studies for most marketing areas in the country. Naturally, not all facts are subject to quantitative analysis, and some figures which we would like are not available. In most cases where data are lacking individual judgment checked with representatives of trade associations probably affords the best solution. By way of assistance the Census Bureau (Turn to page 45)



## ROBINSON-PATMAN ACT

### Federal Trade Commission as Enforcement Agency of This Anti-Monopoly Law; Provisions on Price Discrimination

PART II of Address on "Fair Trade Practices" Read at N. C. A. Convention by Henry Miller of F. T. C. Part I was Published in the July "Manufacturing Confectioner."

★By **HON. CHARLES H. MARCH**

Member of the Federal Trade Commission

**A**NOTHER major function of the Federal Trade Commission is the enforcement of the Robinson-Patman Act. This is one of our important anti-monopoly laws, and the most recently enacted. It prohibits certain forms of price discrimination and related practices. The Act is essentially an amendment to or revision of Section 2 of the Clayton Act, which was passed in 1914. Under the Clayton Act it has long been recognized that discrimination in price is one of the strongest weapons of monopoly. The dissolution suits against the Standard Oil and American Tobacco combinations strongly revealed this fact. There the Supreme Court specifically found that price discrimination had been an important factor in building up monopoly. Section 2 of the Clayton Act was intended to outlaw that method, and it was to strengthen such provisions of our antitrust laws that the Robinson-Patman Act was passed as the amending statute.

Under this new law price discrimination is now declared unlawful where the effect may be "to injure, destroy or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination or with customers of either of them." There is also retained in the Robinson-Patman Act the provision of original Section 2 of the Clayton Act prohibiting discriminations in price where the effect thereof "may be to substantially lessen competition or tend to create a monopoly in any line of commerce."

On the whole, this new law in substance applies the philosophy which the Supreme Court held to underlie the Clayton Act, namely, to prevent practices, which if not stopped, tend toward monopoly. Its general effect is to enlarge enormously the ability of a competitor to protect himself when he is unlawfully discriminated against.

Proof of violation of the old law involved difficulties because of a proviso that discrimination in price was not unlawful when made "on account of" differences in the quantity sold, or which made "only due allowance" for differences in cost of selling or of transportation, or when made in good faith to meet competition.

In this respect the new law provides that upon proof that there has been a discrimination in price or in services or facilities furnished, the burden of rebutting the prima facie case thus made by showing justification shall be upon the person charged with the violation; and



COL. CHARLES H. MARCH

unless justification shall be affirmatively shown, the Commission is authorized to issue an order terminating the discrimination. It is also provided that the terms of the act shall not prevent the seller from rebutting the prima facie case proved against him by showing that his lower price was made or the services or facilities were furnished in good faith to meet an equally low price of a competitor or the services or facilities furnished by the competitor.

Also the new law extends the principle of non-discrimination into other areas than price as such. Whether they might be regarded as forms of indirect price discrimination under Section 2(a), or not, the Act specifically declares it unlawful: (a) To grant or receive, "except for services rendered," anything in the way of commission, brokerage, or other compensation to an intermediary who is acting for or is subject to the control of any party to the transaction other than the one paying such compensation; (b) to pay or agree to pay compensation to, or for the benefit of, a customer for his services or facilities, unless the same compensation "is available on proportionally equal terms" to competing customers; (c) to furnish or agree to furnish any services or facilities to one purchaser that are not "accorded to all purchasers on proportionally equal terms."

The act concerns itself with transactions in commerce, as defined in the Clayton Act, which, in general, means (Turn to page 62)

A SUCCESSFUL CONVENTION HELD BY

## Southern Wholesale Confectioners

Held at St. Charles Hotel, New Orleans, July 21 to 23



**C. M. McMILLAN**  
Secretary, S.W.C.A.

**T**HE largest convention ever held by the Southern Wholesale Confectioners Association met at the St. Charles Hotel in New Orleans, La., July 21, 22, and 23. Three hundred were in attendance.

Association officials attributed the increase in the size of the convention to the growth of the Southern association during the past year, to the attractions of "America's Most Interesting City," and to the improved industry conditions.

As a means of furthering the growth of the Association, the convention selected a group of leaders to head the S.W.C.A. for the coming year that are proven leaders in the Southern wholesale confectionery field. C. E. Morgan of Morgan Brothers, Asheville, N. C., who was president of the S.W.C.A. in 1932-33, was named president for the new year. Howard Hanby of Crescent Candy Company, Wilmington, N. C., was advanced from second to first vice-presidency, and Louis Krielow of W. Krielow Grain & Mercantile Co., Jennings, La., who was last year's Louisiana state chairman, was made second vice-president. C. M. McMillan was named by the incoming Board of Directors for his eighth year as Executive Secretary of the Association. All these officers, who comprise the Executive Committee of the Association, are widely known and successful executives in the candy industry.

### **New Board of Directors**

The Board of Directors, composed of the state chairmen of the eleven Southeastern states, were elected as follows: Alabama, Sam Sawyer, Sawyer Candy Company, Elba, Ala.; Arkansas, W. S. Compton, Little Rock, Ark., re-elected; Florida, M. B. Monsalvatge, Monsalvatge & Drane, Miami, Fla.; Georgia, T. W. McDonald, Cherokee Rose Candy Company, Monroe, Ga.; Kentucky, E. L. Wolff, president Falls Cities Wholesale Confectioners Association; Louisville, Ky.; Louisiana, A. R. Liddell, Liddell Candy Company, Shreveport; Mississippi, R. A. Cochran, E. R. Cochran Company, Jackson, Miss.; North Carolina, E. R. Shives, Central Cigar and Candy Company, Lincoln-ton; South Carolina, Paul D. Aman, Aman Candy and Novelty Company, Sumter; Tennessee, Howard Bug, Girard Candy Company, Memphis; Virginia, C. R. Starkey, Starkey-Mathews Company, Suffolk, Va.

Every member of the Board, as well as other officers, except T. W. McDonald, who was confined to the hospital at Monroe, Ga., after an operation, was present at the New Orleans convention, the first such record in the memory of the Association officials.

### **Resolutions Adopted at Convention**

The accomplishments of the convention are summarized largely in the resolutions adopted at the meeting. Following a stirring address by President-elect C. E. Morgan, the convention voted unanimously to deplore the trend on the part of manufacturers in cutting down on the margin of profits to wholesalers and retailers, as, for example, in the introduction of 80-count merchandise at 50 to 55c. The resolution stated further that the retailer is entitled to 33⅓ per cent and in no case less than 25 per cent and that the necessary volume for the jobber is 20 per cent. The convention asked the cooperation of manufacturers in modifying their merchandise so as to provide the necessary margin for jobber and retailer.

Another resolution of widespread interest was the one opposing drop shipments of candy. Taking its cue from the National Association of Tobacco Distributors who recently asked the cooperation of the tobacco manufacturers in eliminating drop shipments, the S.W.C.A. convention pointed out that the candy jobbing industry is such in the South that even the remotest customer can be reached and serviced directly by the jobber without resorting to drop shipments; and further, since the continuance of drop shipments is detrimental to the progress of the industry, it asks that the manufacturers serving the South adopt the policy of "no drop shipments" of confectionery.

The convention saw a large number of jobbers and traveling men from Texas present, and this culminated in the adoption of a resolution extending Texas jobbers an invitation to affiliate with the S.W.C.A. The convention also adopted a resolution endorsing the work of the N.C.A.'s Jobber Relations Committee and another one expressing appreciation to the Southern Salesmen's Candy Club for its program of constructive activity on behalf of the industry, pledging cooperation to the club in its work.

### **Speakers Draw Large Attendance**

One of the most outstanding things about the convention was its fine array of speakers, beginning with the president and secretary of the National Confectioners Association. President Thomas J. Payne spoke on the Wednesday morning session while Secretary (Turn to page 45)



## EDITORIAL

### The Patman Act Cases

**T**HE recent test case decisions under the Robinson-Patman anti-price-discrimination law, rendered by the Federal Trade Commission upon the Kraft-Phenix Cheese Corporation and the Bird & Son-Montgomery Ward cases are of major importance to all industries. The decisions indicated that sellers may give special discount to buyers of large quantities because selling expense is much less than for customers buying in small quantity. In effect these decisions would seem to nullify many state laws under which prices were to be controlled.

There are some state laws prohibiting the sale of goods below cost plus the cost of doing business. Under the recent Federal Trade Commission rulings, however, large buyers being permitted special discounts for the reason given would be able to undersell some competitors without violation of the "cost" law.

The Commission, however, issued a cease and desist order against the Biddle Purchasing Company, which serves as purchasing agent for retailers in a number of fields. This ruling held that the Robinson-Patman Act prohibits payment of unearned discounts in the form of brokerage fees. As parts of these fees were passed on to the buyer, they were considered a discount upon the price of the goods.

In addition to the effects of the decisions, the Kraft and Bird cases have called attention to the tremendous price the law exacts of the innocent company. An unhappy provision of this law is that instead of placing the burden of proof on the prosecution, it embodies a principle of ancient law—discarded in medieval times—which imposes the burden of guilt upon the plaintiff until he proves himself innocent. Under the Robinson-Patman Law, the company facing price discrimination charges brought against it by the Federal Trade Commission must bear an enormous burden of cost—even though it eventually may be exonerated.

This provision, which was included in order to facilitate the revelation of facts required by the Commission in handling the cases, undoubtedly is penalizing the company in the case more severely than its authors realized. The president of the Kraft-Phenix Cheese Corporation afterwards reported that his company spent nearly \$100,000 for its defense in connection with the hearings and related procedure over the ten months which terminated with the decision dismissing the charges.

The president of the Bird & Son Company declared that the total cost cannot be figured in dollars and cents alone, due to the inestimable amount of time its principal executives spent on the case.

Moreover, he declared that the greatest cost of all was the disturbance of mind in the whole organization and in the minds of its distributors and customers. The company suffered nearly a year because of the fact that throughout the country it was broadcast that this firm

was charged by the government with committing an illegal act. The harm to a concern's reputation in the trade from the suspicion of unfair dealing and attempts to create a monopoly is a grave injustice when it is innocent of the charges.

In fairness to all companies against whom complaints are filed, under the present nature of the law its contemporaries and customers may well withhold their views until decisions are rendered.

### Sweetest Day

**T**HE confectionery industry, through its national and various sectional associations, is again taking up the promotion of Sweetest Day and Candy Week. The date for Sweetest Day this year will be October 16.

More extensive plans for sponsoring these special candy events are being made by industry groups than at any time in recent years. The Ohio confectioners are raising a huge fund for the extensive promotion of candy sales in their state, a considerable portion of which is to be spent on building up interest in Sweetest Day and Candy Week. Confectioners in the cities of Cleveland and Cincinnati have carried on the idea successfully in recent years, when most of the rest of the industry had abandoned the idea. Members from these cities are leaders in the Ohio movement. Other cities, such as Buffalo and Pittsburgh, have also been active, and with the combined support of the manufacturers, jobbers, and retailers the prospects for record sales during these opening events of the fall season are most encouraging.

Sweetest Day offers an ideal opportunity to make the public more candy conscious—to introduce new items—to feature special window and counter displays—to sample and advertise—in short, to gear up for fall business, starting with a great drive for a profitable volume of sales.

### A Distribution Department

**T**HE distributors of the industry, through their various organizations, continue to press for action upon measures which will lead toward the correction of unprofitable conditions prevailing throughout the trade.

Following through upon the recommendation of the N. C. A. Jobbers Relations Committee, that a statistical department be established to study and disseminate the costs of production and distribution, there is a demand expressed for the early establishment of such a department.

It has been pointed out that "under the Robinson-Patman Law, the proof of cost rests with the seller, thus it may well be stated that it is compulsory that each seller know his cost to protect his interests, meaning the manufacturer and wholesaler alike."





# THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

THIS MONTH

## SUMMER CANDIES AND PACKAGES

### Code 8A 37

**After Dinner Mints**—10 oz.—18c  
(Purchased in a drug store, Boston, Mass.)

**Appearance of Package:** Good. Plain cellulose bag, printed paper clip on top.

**Colors:** White and green; good.

**Texture:** Good.

**Flavor:** See remarks.

**Remarks:** These mints are well made and eat very well but lacked flavor. Suggest that half again as much flavor be used, as flavor was too weak for this type of candy. Peppermint is a very popular flavor but has to be fairly strong in a piece of this kind to make it good eating.

### Code 8B 37

**Iced Dates**—3½ oz.—18c

(Purchased in a cigar store, Boston, Mass.)

**Appearance of Package:** Good. Open tray, printed, gold seal printed in black, cellulose wrapper. Piece is a pitted date rolled in sugar and finely chopped nuts and crystallized.

**Colors:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a new date piece, good eating and neatly packed. A trifle high priced at 18c for 3½ oz.

### Code 8C 37

**Butter Krunch**—1 oz.—5c

(Purchased in a cigar store, Boston, Mass.)

**Appearance of Package:** Good. Glassine bag, printed in gold and brown. **Size:** Good.

**Coating:** Light; good.

**Center—**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** One of the best 5c butter crunch bars on the market, well made and neatly put up.

### Code 8D 37

**Summer Assortment**—1 lb.—40c

(Purchased in a drug store, Boston, Mass.)

**Appearance of Package:** Good. One-layer box, white, printed in blue and gold, cellulose wrapper. Neat and attractive looking.

**Appearance of Package on Opening:** Good.

**Assortment—**

**Caramels in Cellulose Wrappers:** Good.

**Vanilla Caramels and Layer of Coconut Paste, Cellulose Wrapper:** Good.

**Chocolate Whirl Caramels, Cellulose Wrappers:** Good.

**Nut and Fruit Nougats, Cellulose Wrappers:** Good.

**Assorted Gum Drops:** Good.

**Gum Squares:** Good.

**Milk Chocolate Coated Coconut Cream:** Good.

**Milk Chocolate Coated Gum Drop:** Good.

**Milk Chocolate Coated Vanilla Cream:** Good.

**Milk Chocolate Coated Vanilla Cream Brazil:** Good.

**Milk Chocolate Coated Chocolate Nut Taffy:** Good.

**Milk Chocolate Coated Fruit Cream:** Good.

**Butter Krunch:** Good.

**Jordan Almonds:** Good.

**Assortment:** Good.

**Remarks:** This is a good assortment of summer candies. Candy is well made, flavors are good and box is packed neatly. One of the best summer assortments that the Clinic has examined this year. This box is cheaply priced at 40c the pound and should be a good seller.

### Code 8E 37

**Coconut Coated Bar**—2 pcs.—2½ oz.—5c

(Purchased in a railroad station, Chicago, Ill.)

**Appearance of Bar:** Good. Two pieces on a board, printed cellulose wrapper.

**Jacket:** Good.

**Center:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** A good eating summer candy bar. Bars were in good condition and made a good appearance.

### Code 8F 37

**Peanut Brittle**—1 lb.—29c

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Folding, printed in colors, cellulose wrapper.

**Appearance of Box on Opening:** Good.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Roast on Peanuts:** Good.

**Remarks:** Brittle is well made and good



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FOR  
CONFECTIONERS**

CALIFORNIA FRUIT GROWERS EXCHANGE  
Products Department, Sec. 208  
Ontario, California

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
Mark for attention of \_\_\_\_\_

Copyright, 1936, California Fruit Growers Exchange,  
Products Department

eating; suggest a few more peanuts be used also a trifle more salt and less soda.

### Code 8G 37

#### Summer Jellies— $\frac{1}{2}$ lb.—15c

(Purchased in a railroad depot, Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** One-layer, cover printed in color; seashore scene, cellulose wrapper.

**Appearance of Box on Opening:** Good. Piece is made in the shape of a whirl.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Fair.

**Remarks:** Candy lacked flavor, suggest more flavor be used. This type of candy is not good eating unless the flavors are good and enough is used so that it can be tasted.

### Code 8H 37

#### Assorted Hard Candy Squares—30 Grams—5c

(Purchased in a chain store, New Jersey.)

**Appearance of Package:** Good. Ten pieces, each wrapped in foil, overall foil wrapper, outside wrapper printed.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** One of the best 5c hard candy packages on the market, well made and good eating.

### Code 8I 37

#### Gum Novelties—3 for 1c

(Sent in for Analysis—No. 4273.)

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Moulding:** Very good.

**Remarks:** Piece is well made. Shape is new and attractive. Should be a good seller at 3 for 1c. One of the best pieces of its kind that the Clinic has examined for some time.

### Code 8J 37

#### Summer Bar—2 oz.—10c

(Purchased in a railroad depot, Chicago, Ill.)

**Appearance of Bar:** Good. Piece is an apple paste with walnuts.

**Size:** Good.

**Wrapper:** Two bars, each wrapped in foil, outside printed foil wrapper.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good summer bar, well made and good eating. Suggest a drop of lemon juice or apple vinegar in this piece would bring out its flavor.

### Code 8K 37

#### Nut Square—3 oz.—5c

(Purchased in a railroad station, Chicago, Ill.)

**Appearance of Bar:** Good. Cellulose wrapper, red and gold seal. Large hard candy sliced coconut and peanut square.

**Color:** Good.

***D**UE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established inatorty.*

*itself favorably in the eyes of the consumer, and to that extent only can we be considered discrim-*

*Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analysed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.*  
—Editor.

**Texture:** Fair; too soft.

**Coconut:** Good.

**Peanuts:** Good.

**Taste:** Good.

**Remarks:** A good looking bar and of good size. Suggest candy be cooked higher as bar would eat better. This type of bar is better eating when brittle.

### Code 8L 37

#### Mint Assortment—1 lb.—25c

(Purchased in a department store, New York City.)

**Appearance of Package:** Good.

**Box:** One-layer, green and white cellulose wrapper.

**Appearance of Box on Opening:** Good.

**Assortment—**

Peppermint Gum Strings: Good.

Peppermint Gum Leaves: Good.

Peppermint Gum Operas: Good.

Peppermint Panned Gums: Good.

Peppermint Cream Wafers: Good.

Peppermint Gum and Marshmallow

Slices: Good.

Peppermint Gum Drops: Good.

White Nougat and Gums: Good.

Green Peppermint Nougat: Good.

**Assortment:** Good.

**Remarks:** Candy is well made and peppermint flavors are good. The Clinic has examined many pieces of peppermint candy and has found that the flavor in many was rank, but in these pieces is good. It pays to use a good peppermint flavor in your candy. Suggest that a better box top be used.

### Code 8M 37

#### Peanut Brittle—1 lb.—49c

(Purchased in a railroad station, Chicago, Ill.)

**Appearance of Package:** Good. Brittle in perfect condition when can was opened.

**Can:** Key seal, printed band, cellulose wrapper. Very neat and attractive package.

**Brittle—**

**Color:** Too dark.

**Texture:** See remarks.

**Roast of Peanuts:** Good.

**Taste:** Good.

**Remarks:** This is the best way to pack any kind of brittle; it will keep indefinitely in good condition. Suggest that brittle be made a trifle lighter in color; adding some soda will make the brittle tender and also improve its color. This is the finest peanut brittle package that the Clinic has examined this year. If the brittle is made tender so that it eats well, it would retail for 60c and be a good seller.

### Code 8N 37

#### Assorted Hard Candy Sticks—(No weight seal, about 8 oz.)—25c

(Purchased in a drug store, New York City.)

**Appearance of Jar:** Good. High, straight jar, brass top, black and gold seal.

**Broken:** 3 sticks.

**Colors:** Good.

**Stripes:** Good.

**Spinning:** Good.

**Flavors:** Good.

**Remarks:** This is a good looking jar of hard candy sticks, well made and good flavors. Cheaply priced at 25c.

### Code 8O 37

#### Sugar Wafers—8 oz.—10c

(Purchased in a chain store, New York City.)

**Appearance of Package:** Good. Printed open tray, cellulose wrapper.

**Colors of Wafers:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** One of the best sugar mint packages on the market; cheaply priced at 10c for 8 ozs.

### Code 8P 37

#### Jelly Patties—Sold in bulk—80c the lb.

(Purchased in a department store, New York City.)

**Appearance of Piece:** Good.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Crystal:** Very good.

**Remarks:** These are the finest jelly patties that the Clinic has examined this year.

### Code 8Q 37

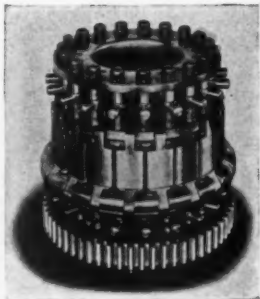
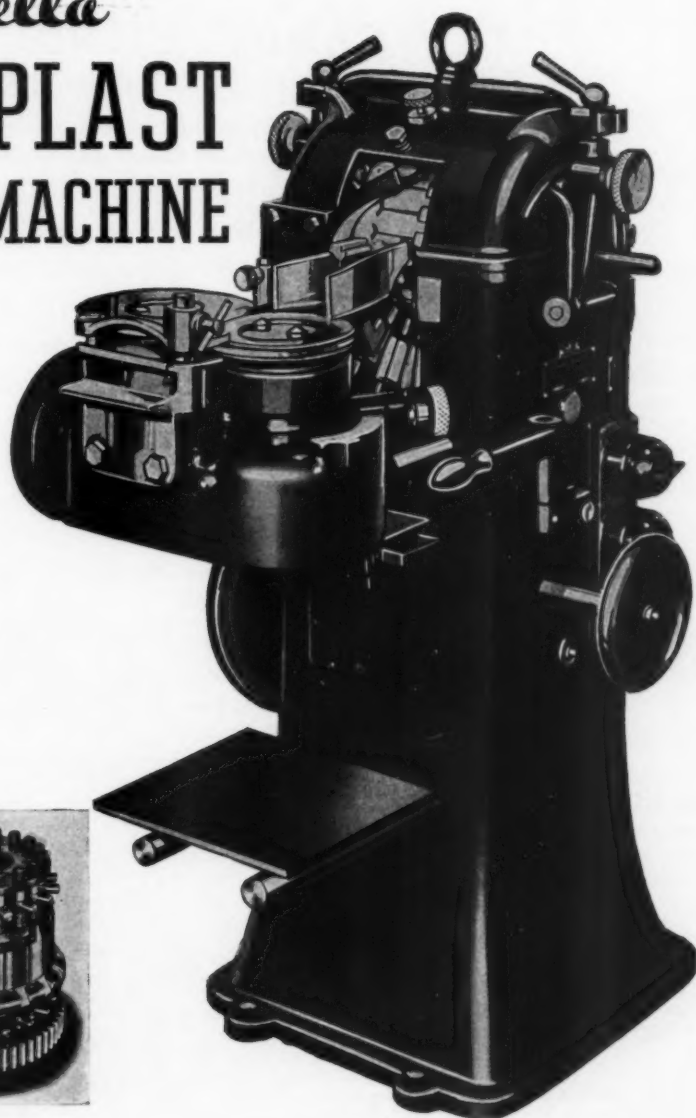
#### Jelly Rings—Sold in bulk—1 lb.—50c

(Purchased in a department store, New York City.)

**Appearance of Rings:** Good.



# *"Hansella"* ROSTOPLAST PLASTIC MACHINE



One of the outstanding features of this machine is the speed with which dies can be changed. The operator simply opens the hinged top of machine, takes out one set of dies, puts in another, and it's done—in fact, dies can even be changed while the batch is in the batch roller machine.

In the Hansella Rostoplast machine the plastic ribbon is fed to the continuously moving dies where it is squeezed, or "strangled" into shape very slowly. With this principle no time is lost, and all the advantages of slow forming are fully

enjoyed. The process is continuous—even more so than with any other method—because so little time is required to change from one set of dies to another. Each piece has a clear-cut impression of the die and is consistently perfect in appearance. The output is large and there is practically no waste. The machine makes waffles, buttercups, berries, eggs, balls, cubes, fruit drops and tablets, as well as clear and pulled plastic pieces. It is an ideal plastic machine. May we send complete information and prices?

## **BAKER PERKINS CO. Inc.**

SOLE AMERICAN AGENTS AND BUILDERS OF HANSELLA MACHINERY

General Offices and Factory, SAGINAW, MICHIGAN

Eastern Sales: 250 Park Ave., New York

Colors: Good.  
Texture: Good.  
Flavors: Good.  
Crystal: Good.  
Remarks: One of the best jelly rings that the Clinic has examined this year; well made and good flavors, cheaply priced at 50c the pound.

### Code 8R 37

**Lemon Summer Assortment—1 lb.—29c**

(Sent in for Analysis—No. 4275.)  
Appearance of Package: Fair.  
Box: One-layer, top yellow and white, bottom wrapped cellulose.  
Appearance of Box on Opening: Good.  
Assortment—  
Lemon Gum Strings: Good.  
Lemon Opera Drops: Good.  
Lemon Gum and Marshmallow Square: Good.  
Lemon Panned Gums: Good.  
Lemon Panned Hard Candy: Good.  
Lemon Slices: Good.  
Lemon Cream Wafers: Some very hard, others good.

Colors: Good.  
Texture: Good.  
Flavor: Good.  
Panning: Good.  
Remarks: Candy is well made except cream wafers, these need checking up as some were very hard. Suggest a better box top be used as present one is very cheap looking. Also needs an outside cellulose wrapper.

### Code 8S 37

**Assorted Summer Candies—1 lb., 10 oz.—\$1.35**

(Purchased in a department store, San Francisco, Calif.)  
Appearance of Package: Good.  
Box: Light buff and brown printed in dark tan, one layer, cellulose wrapper, outside wrapper white, tied with blue grass ribbon.  
Appearance of Box on Opening: See remarks.  
Contents: Caramels, caramel and marshmallow kisses assorted, nougats, butter taffy, coconut squares and coconut half-coated kisses, pecan roll, coconut cream squares and jellies.  
Caramels: Good.  
Caramel and Marshmallow Kisses: Good.  
Butter Taffy: Good.  
Coconut Squares: Good.  
Coconut Kisses, Half-Dipped: Good.  
Caramel Nut Chews: Good.  
Jellies: Good.  
Caramel and Coconut: Good.  
Nougats: Good.  
Molasses Coconut Chew: Good.  
Chocolate Fudge: Good.  
Pecan Roll Slice: Good.  
Caramel Chew: Good.  
Assortment: Good.  
Remarks: Box did not look good on opening. Suggest a divider be used as pieces were stuck together and all were in one end of the box. Suggest all pieces be wrapped in moisture-proof cellulose as open pieces were sticky and some had started to

## CANDY CLINIC SCHEDULE FOR 1937

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

**JANUARY—Holiday Packages; Hard Candies**

**FEBRUARY—Salted Nuts and Chewy Candies**

**MARCH—Assorted One-pound Boxes of Chocolates up to \$1.00**

**APRIL—\$1.00 to \$2.00 Chocolates; Chocolate Bars**

**MAY—Easter Candies and Packages; Moulded Goods**

**JUNE—Marshmallows; Fudge; Caramels**

**JULY—Gums; Jellies; Undipped Bars**

**AUGUST—Summer Candies and Packages**

**SEPTEMBER—All Bar Goods; 5c Numbers**

**OCTOBER—Home Made: 10c-15c-25c Packages Different Kinds of Candies**

**NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces**

**DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages**

"run." Candy is high priced at \$1.35 for 26 ozs.

### Code 8T 37

**Licorice Summer Assortment—1 lb.—29c**

(Sent in for Analysis—No. 4276.)  
Appearance of Package: Fair.  
Box: One-layer, top colored in black and white, bottom wrapped in cellulose.  
Appearance of Box on Opening: Good.  
Assortment—  
Licorice Gums: Good.  
Licorice Gum and Marshmallow: Good.  
Licorice Operas: Good.  
Licorice Panned Gums: Good.  
Licorice Caramels, Wrapped: Good.  
Licorice Panned Hard Candy: Good.  
Licorice Panned Mellow Mints: Good.  
Peppermint Sugar Wafers: Good.  
Peppermint Cream Wafers: Good.  
Color: Good.  
Texture: Good.  
Flavors: Good.  
Panning: Good.  
Remarks: Box top is cheap looking; suggest a better top be used. Also an outside wrapper of cellulose, as box was fingermarked and had dirty spots. Candy is well made and good eating. This type of candy should be a good summer seller at this price.

### Code 8U 37

**Maple Nut Confections—11 oz.—25c**

(Purchased in a railroad depot, Chicago, Ill.)  
Appearance of Package: Good. Open

face printed tray, cellulose wrapper. Piece is a nut hard candy in the shape of an almond, maple cream coated.

Color: Good.  
Texture: Good.  
Taste: Good.  
Center: Good.

Remarks: This is a different piece of summer candy, well made and good eating.

### Code 8V 37

**Orange Summer Assortment—1 lb.—29c**

(Sent in for Analysis—No. 4274.)  
Appearance of Package: Fair.  
Box: One-layer, bottom layer had cellulose wrapper, no outside wrapper.  
Appearance of Package on Opening: Good.  
Assortment—  
Orange Gum Strings: Good.  
Orange Gum Opera Drops: Good.  
Orange Slices: Good.  
Orange Marshmallow and Gum Squares: Good.  
Orange Panned Gums: Good.  
Orange Panned Hard Candy: Good.  
Orange Cream Wafers: Some were good, others were very hard.  
Color: Good.  
Texture: Good.  
Flavor: Good.  
Panning: Good.  
Remarks: Box is very cheap looking and needs a cellulose outside wrapper, as box was very dirty. At the price of 29c, suggest that a better box top be used.

# Drive ahead with CERELOSE!

THAT SURE WAS SOME L-O-N-G DRIVE! I'D LIKE TO GET SOMETHING LIKE THAT IN MY BUSINESS; THAT IS, COVER MORE GROUND AND MAKE MORE HEADWAY.

WHY DON'T YOU TRY USING CERELOSE (DEXTROSE SUGAR) IN YOUR PRODUCTS? THE CORN PRODUCTS ADS SAY THAT ONE OF THEIR MEN WILL BE GLAD TO CALL AND SHOW YOU HOW TO IMPROVE YOUR BUSINESS—BY USING CERELOSE. AND THEIR SERVICE IS FREE!

HAVE YOU SEEN THE LATEST SALES FIGURES SINCE WE STARTED USING CERELOSE?

I CERTAINLY HAVE! AND THEY REPRESENT THE INCREASE IN PRODUCTION AS WELL AS THE NEW TERRITORY ADDED FROM THE USE OF CERELOSE IN OUR LINE OF GOODS. LET'S START A DRIVE RIGHT NOW—FOR STILL FURTHER GAINS—WITH CERELOSE!

GET ACQUAINTED WITH CERELOSE (PURE DEXTROSE) — REAP THE REWARDS OF USING THIS AMAZING FOOD—ENERGY SUGAR IN YOUR PRODUCTS. FOR FURTHER INFORMATION— JUST WRITE CORN PRODUCTS SALES CO., 17 BATTERY PLACE, NEW YORK CITY.

for

- PURITY
- UNIFORMITY
- ECONOMY

## VANILLIN MONSANTO

• Incorporate its true, delicate flavor and aroma into your finished product.

Monsanto Chemical Company  
St. Louis, U.S.A.

NEW YORK   CHICAGO   BOSTON   BIRMINGHAM  
CHARLOTTE   CLEVELAND   SAN FRANCISCO   MONTREAL

STANDARDS OF QUALITY

Monsanto



# NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

## Midland Chemical Celebrates "More Than a Third of a Century" of Progress

THE MIDLAND CHEMICAL LABORATORIES, INC., Dubuque, Iowa, held its annual sales Convention July 1 to 3 with all its salesmen accompanied by their wives, in attendance. Mr. F. B. Somers, leading insecticide salesman for the past twenty-three years, directed the entire program which consisted of a trip through the large Midland plant acquainting the salesmen with the new improvements in factory equipment and the relocation and enlargement of the Research Laboratory. Talks by various salesmen and by officials familiarized the salesmen with the high quality of raw materials used in production of products. Various social features were provided which included a banquet and dance.

In connection with the program the entire organization joined in the celebration of "The More Than a Third of a Century" of operation and service to the trade. The company has completed its 34th year in business. Mrs. C. L. Hillyard, wife of the founder, is president; C. F. Hillyard and Mrs. S. H. Kretschmer are vice-presidents, and Mr. F. H. Kretschmer is treasurer.

## Re-Styled Labels for Fritzsche Bros.

FRITZSCHE BROTHERS, INC., New York City, have adopted re-styled labels for their entire line of essential oils and aromatic chemicals. The labels are printed in black and red against a golden yellow scroll background embodying the name "Fritzsche Brothers." The color and design provides protection against possible imitation and harmonizes attractively with the light-proof brown bottles in which most of their materials are put up.

## Voss Belting & Specialty Company to Expand

VOSS BELTING & SPECIALTY COMPANY, Chicago, has announced that it has added new equipment and will get into its new factory the first of the year. The firm is working on a new loom to weave endless belts up to 80 inches in width.

## Dupont Promotes Cartier

E. I. du PONT de NEMOURS & CO., Wilmington, Delaware, has appointed Kenneth Cartier, formerly sales representative of the "Cellophane" division, retail merchandising assistant to Crawford Pollack, promotion manager of the division. His headquarters will be in New York. He succeeds John Cowan, recently appointed advertising manager.

## "How to Ship by Air Express"

A SERVICE BOOKLET entitled "How to Ship by Air Express" is being distributed to users of corrugated shipping boxes by the Hinde & Dauch Paper Co., Sandusky, Ohio. The brochure is published in collaboration with American Airlines, Inc., and shows the new merchandising possibilities open to shippers since the development of air express to its present efficiency. Copies of the booklet will be mailed on request.

## Dobeckmun Company Purchases Pacific Coast Factory

THE DOBECKMUN COMPANY, Cleveland, has purchased properties of the Western Shellmar Products Company, Oakland, California, from the Crown Zellerbach Corp., and the property will be operated at the Dobeckmun Company's Pacific Coast factory.

## Clement Oscar Kleber

DR. CLEMENT O. KLEBER, 74, world-renowned authority on aromatic chemicals and essential oils, passed away recently.

Dr. Kleber was founder and owner of the Clifton Chemical Laboratories, Clifton, N. J. Early in his career, he attracted international recognition by his original work in the field of analytical chemistry. His famous treatises on peppermint, bay and other essential oils, some worked out in conjunction with Professor B. Powers, established his reputation. Analytical methods developed by Dr. Kleber years ago are still standard practice in research laboratories today. He attained further distinction by his numerous valuable papers on technical subjects and by his frequent contributions to trade and scientific journals. For a number of years he was Contributing Editor of the American Perfumer. He lectured many times at Columbia University and occasionally spoke before meetings of The American Chemical Society.

In 1893 he entered the services of Fritzsche Brothers at their factory in Garfield, N. J., which was then in charge of Professor Frederick B. Powers, himself a chemist of international repute. This close association led to collaboration in many of their most important works. In 1896 Professor Powers was called by Burroughs Wellcome to London, England, to head their Chemical Research Laboratories and Dr. Kleber was placed in charge of the Fritzsche factory. In 1900, the Heyden Chemical Company, of which Dr. Kleber subsequently became treasurer, bought this plant from Fritzsche Brothers. Later, in 1906, Dr. Kleber founded his own factory, The Clifton Chemical Laboratories. For years, and up to the present day, his company has manufactured the basic materials for Fritzsche Brothers, Inc., of New York, of which his close friend, Frederick H. Leonhardt, is president.

## Fritzsche's Quarter of a Century Club

MISS MARY G. NEARY, Secretary to F. H. Leonhardt, President of Fritzsche Brothers, Inc., New York, has been admitted as the ninth member of the exclusive Fritzsche's Quarter of a Century Club. The Club now includes Messrs. F. H. Leonhardt, W. A. R. Welcke, George L. Ringel, Ben F. Zimmer, R. R. Redanz, Robert Waugh, Francis Kelly and Miss Mae Caulfield.

## New Lemon Product

A NEW product has been introduced on the market that can be mixed with lemon oil for candies, cakes, beverages, and ice cream, for low-cost goods. It is made by Glyco Products Co., Inc., New York City.

## SALESMEN'S SLANTS

DAVE TRAGER, Broker, Speaking from Detroit, Mich.

**M**UCH has been said and written about methods of increasing sales of confectionery to the jobbers, retailers and consumers. Our salesmen's organization set about early this year to conceive a method of stimulating sales of candy that would be beneficial to the industry as a whole. The result is plans for our First Annual Candy Show in Detroit.



The Wolverine Candy Club in conjunction with the Detroit Confectioners and Tobacco Jobbers Assn., will present their first annual Candy Show at the Book Cadillac Hotel, Grand Ball Room, on October 5th, 6th and 7th. Space will be available for fifty-eight exhibitors and booths will be 8 feet long and 7 feet deep. Letters have been sent to the leading confectionery manufacturers in the industry suggesting that they contract for a space at a cost that will be very nominal. Already we have had replies and acceptances from a number of leading manufacturers and we do not believe that we will have any difficulty in disposing of all space.

The purpose of the show is to endeavor to secure as many retailers as possible to accept our invitation to attend the Candy Show. Admission will be by tickets only, which will be mailed direct to all confectionery outlets in and near the city of Detroit. There will be no charge for admission. We expect approximately 7,000 retailers will attend the show during the three days. There is no doubt in our minds that considerable confectionery will be sold at the show and the retailers will secure many good ideas for display and merchandising confectionery.

Manufacturers' representatives will have the privilege of soliciting business from the retail trade during the show which will be turned over to the jobbers to be filled from jobbers' stocks. The jobbers' salesmen have the privilege of bringing any and all of their customers to any of the booths in order that they may sell their trade from any booth at the show.

The show will be under the direction of the Milo Arts Company, who have had considerable experience in handling other well known industry shows.

Coming early in October and just one week before SWEETEST DAY, our show naturally will be used to endeavor to feature the idea of increasing confectionery sales on SWEETEST DAY. Our intentions are to have mass displays of confectionery, and, we intend to suggest to the retailers who attend that they use the same methods in displaying confectionery in their stores.

The annual candy show will be a non-profit venture both for the Wolverine Candy Club and the Detroit Confectioners and Tobacco Jobbers Assn., as all funds received for the show will be used to promote the sale of confectionery and to advertise SWEETEST DAY in various manners.

It is our intention to use the Normandie Room at the Book Cadillac Hotel which is adjacent to the Grand



## Tops Them All

★ One of the greatest advantages of using Hooton's Chocolate Coatings is that they "click" with consumers. And that's a mighty important consideration. For "repeat" sales depend largely on how well pleased the consumer is with the initial purchase. If you want chocolate coatings that have everything — flavor, smoothness, fine appearance, uniformity—we shall gladly place samples at your disposal for a thorough examination and trial without any implied obligation. Just say the word.

**HOOTON**  
**CHOCOLATE CO.**  
**NEWARK, NEW JERSEY**



## Quality Control

becomes a definite factor in candy-making when your formulas are properly balanced with

## NULOMOLINE

Just tell us what type of candy you wish to make and we will furnish "Freshness Formulas".

### THE NULOMOLINE COMPANY

Manufacturers of Standardized Invert Sugars

120 WALL STREET NEW YORK

Western Office: 333 No. Michigan Ave., Chicago, Ill.

# TWO WORDS

**PFIZER  
QUALITY**

**THAT SPEAK  
VOLUMES /**

## TARTARIC ACID

POWDERED CRYSTAL  
GRANULAR

## CITRIC ACID

POWDERED CRYSTAL  
GRANULAR

## SODIUM CITRATE

## CHAS. PFIZER & CO., INC

Manufacturing Chemists. EST. 1848

81 RAIDER LANE, NEW YORK  
444 N. GRAND AVE., CHICAGO

Ball Room, for a series of lectures on "How to Merchandise and Sell More Confectionery." Retailers and jobbers will be invited to attend these lectures.

The following committees will have charge of the show and arrangements:

Representing the Salesmen will be: D. Trager, Originator; Wm. F. Tudor, Chairman; J. A. Dillon, Secy.-Treas.; S. B. Brooks, E. P. Beirline, H. J. Glickman, S. G. Pearce, L. R. McLean; representing the Jobbers will be: Chas. F. Becker, Chairman; V. G. Perry, Secy.; J. Bianco, A. Cherrin, B. J. Mendell, V. Nalbandian.

## CANDY DISTRIBUTION

(Continued from page 25)

turer accepting the responsibility for his goods from the shipping room floor until the moment they reach the consumer, that all who handle his goods shall do so at a living wage; and it is your job to help the manufacturer who is trying to do this.

The manufacturer is ready to limit his distribution to organized, recognized, standardized jobbers and insist that they get a standard resale price for his goods, provided he can depend on the jobber not to discriminate against him for so doing.

This can be done legally. I don't believe the Federal Trade Commission or any other Government Department wants delicate food products distributed by irresponsible people; nor do I think they want salesmen representing great houses ringing doorbells and carrying lanterns. Albeit, in many cases, this class of jobber turns out to be a more loyal and faithful distributor than the old timer who thinks he is God's chosen candy purveyor just because he is on Main Street. You have got to have something besides respectability to have and to hold this candy business.

### The Jobbers' Part

The National Confectioners' Association is ready to do something about it, and you are going to be the medium through whom it must be done, if at all. In spite of all the confusion that has existed, jobbers continue to be the major factor in candy distribution, and this is where we have to make a start.

The dollar and cents value of candy distributed by the jobber could be immediately increased 10% just by advancing his prices to what they ought to be to give him a living. The well-organized jobber could also immediately take over a large volume of business that is escaping him now because he hasn't known what to do with it if he had it. I know one manufacturer who turned all its large department store business to a jobber who handles it very satisfactorily to all concerned.

The chain store business doesn't cut any figure when we consider the rehabilitation of the candy jobbing business. However, this is used as the biggest sure-fire alibi that the jobber puts up against his own regeneration.

Even though chain stores sell popular numbers at three for a dime, they haven't done a very successful job at selling candy and most of them now wish to goodness they never had started the 3 for 10c idea and would like to find some way to stop it. This situation would eventually take care of itself if jobbers could be depended upon to do a job when called upon. But, until jobbers can exert some self control, they cannot consistently ask the manufacturer to discontinue selling chain stores—and he won't do it if you do.



This sounds brutally frank, but we are looking at facts and not theories.

To quote Mr. Perry again—he said at the Town Hall Meeting: “No manufacturer’s salesman likes to be told by a jobber whom he should or should not sell. This, perhaps, is human nature. However, I do think established jobbers in a certain market know better than anyone else about what should be done to improve conditions or, at least, to keep conditions from becoming more difficult, and these same jobbers, working in conjunction with manufacturers, should be able to come to an amicable agreement in this matter of starting new distributions. A man should be investigated by a committee representing the manufacturers, and if he fails to meet with the necessary qualifications, he should not be permitted to buy direct.”

I trust that by being outspoken it will serve somewhat to rally the manufacturers and jobbers of this country around a plan of distribution that will be mutually helpful and profitable, and that all of us will be willing to make the necessary sacrifices and to be necessarily unselfish in our devotion to the candy business. That we can indulge ourselves in staying in the candy business at a profit is not without hope; in fact, the outlook is most encouraging, if each plays his part and is loyal to a business that has done so much for all of us.

## Annual Meeting of the National Confectionery Salesmen’s Assn.

AT THE annual convention of the National Confectionery Salesmen’s Association of America, held in the Hotel Chelsea, Atlantic City, the week of July 12, John M. Wickersham was elected president and Jack Bohan was elected vice-president. Henry H. Michaels was re-elected secretary and treasurer. Mr. Wickersham is a salesman for the National Licorice Company, covering Philadelphia.

New directors chosen at the convention were the following: L. F. Cloutier, Edward Reid, S. W. Reece, James D. Hart, F. J. Fitzpatrick, James Shannon, Burnett J. Schmidt, John J. Pentz, R. G. Willingham, Carl Miller and Alex McDowell. James F. McHugh continued as “contact man” for the Association.

At the annual banquet, at which some 400 attended, Harry Geilfus, a charter member of the association 39 years ago and now retired from active business, was appointed President Emeritus of the Association.

Mr. Michaels reviewed the association’s activities for the ten years he has been secretary and treasurer. Tribute was paid to the memory of members who died since the last convention.

The July issue of THE MANUFACTURING CONFECTIONER included the excellent talk given at this meeting by Mr. A. M. Kelly, Executive Vice-President, National Confectioners’ Association.

Mr. Otto C. Holz, general superintendent of National Candy Company, was drowned on Aug. 2. He had just left on his vacation which he was spending at Backus, Minn. Mr. Holz had been with the National Candy Company for twenty years and had made his headquarters in the St. Louis plant. He was one of the leading production men in the industry. A wife and two sons survive.

AUGUST, 1937

# BURMAK

## BATCH ROLLER BELTS BIGGEST VALUES!



DOUBLE EDGE  
DOUBLE WEAR

TO GIVE YOU the biggest value in Batch Roller Belts — with longer wearing service—**BURMAK** belts are constructed with patented re-enforced edges — double thickness of fabric, plus heavy binding and extra stitching where the wear occurs. Made from specially woven fabric. Yet they cost you no more. Here’s belt money value!

**BURRELL BELTING COMPANY**  
401 S. HERMITAGE AVENUE - - - - - CHICAGO

ANALYSTS

CONSULTANTS

# ● SCHWARZ LABORATORIES, INC.

Specialists in the  
Chemistry of  
Cacao Products

MANUFACTURERS OF

## ● LIPEOMETER

for determining Cocoa Butter

**SCHWARZ LABORATORIES, INC.**

202 EAST 44TH ST. - - - - - NEW YORK, N. Y.

# LAST CALL!

96

THE CONFECTIONERY BUYER

(SUCKERS—Continued)

National Candy Co., 208 N. Broadway,  
St. Louis, Mo. (Br. Fctries.: Kansas  
City; Chicago; Grand Rapids, Mich.;  
Cincinnati; Minneapolis)

New England Confectionery Co., 254 Mas-  
sachusetts Ave., Cambridge, Mass.

Novos Products Co., The, 323 Lee  
St., Cincinnati, Ohio

Nichols Candy Co., 406 S. Meridian  
St., Indianapolis, Ind. (E. of Omaha,  
Nebr.)

Nutrine Candy Co., 419 W. Erie St.,  
Chicago, Ill.

Ohio Confection Co., 6110 Grand Ave.,  
Cleveland, Ohio

Ostler Candy Co., 143 S. State St.,  
Salt Lake City, Utah

Oswego Candy Works, Oswego, N. Y.

Overland Candy Corp., 1734 W. Aus-  
tin St., Chicago, Ill.

Palmer Candy Co., Sioux City, Iowa.

Paris Candy Co., Paris, Texas (20  
States)

Parish Candy Co., 1319 Washington  
St., Seattle, Wash.

Phoenix Candy Co., Inc., 408 W.  
27th St., New York, N. Y.

Puritan Products Co., 225 E. Erie,  
Milwaukee, Wis. (Midwest)

Purity Candy Co., 633 Laguna, San  
Francisco, Cal. (10 W. States)

Rambke Co., Inc., H. D. Charleston,  
S. C.

Reed Candy Co., 1245 Fletcher St., Chicago,  
Ill. (Dist. Pts., Brooklyn, Los Angeles, San  
Francisco)

## SUGAR WAFER WORK

Federal Sweets & Wafer Co., 521  
Broome St., New York, N. Y.

Hohberger Mfg. Co., 2300 N. Kenneth  
Ave., Chicago, Ill. (Candy Cig-  
arettes)

Lion Specialty Co., 212 W. Illinois St.,  
Chicago, Ill.

New England Confectionery Co., 254 Mas-  
sachusetts Ave., Cambridge, Mass.

Rigney & Co., Inc., 348 Park Ave.,  
Brooklyn, N. Y.

Rosen & Co., E., 294 Charles St.,  
Providence, R. I.

Seavey's Sweets, 26 N. Main, Auburn,  
Maine (Me., Mass., N. H.)

Seavey's Sweets, Inc., 26 N. Main St.,  
Auburn, Me. (New England, N. Y.,  
Penn.)

Schlesinger, Inc., Jos. A., 1390 Blash-  
field St., S. E. Atlanta, Ga.

Smith & Co., Geo. E., Twilight,  
Ohio; P. O. Box 168, Loveland, Ohio

Spangler Candy Co., Bryan, Ohio

Standard Candy Co., 443 2nd Ave., N.,  
Nashville, Tenn.; Dist. Pt. in Bir-  
mingham, Ala. (So. S. E., Can., Mid  
W.)

Startop Candy Co., 500 S. 1st West St.,  
Provo, Utah; Idaho; Colo.;  
Wyo.; Nev.)

Sweets Co. of America, Inc., 414 W.  
45th St., New York, N. Y.

Thinsell Candies, Inc., 1407 W. Jack-  
son Blvd., Chicago, Ill.

Thomson's Home Made Candies, Inc.,  
2341 Wolfram St., Chicago, Ill. (Central  
& Midwest)

Two Star Candy Co., New York, N. Y.

Underwood Candy Co., Inc., 214 1st  
Ave., W., Oskaloosa, Ia. (Iowa)

Williams Co., S. L., Norfolk, Va.

Woodward & Co., Inc., John G., Coun-  
cil Bluffs, Iowa

Ziegler Co., George, 412 W. Florida St.,  
Milwaukee, Wis.

Zion Institutions & Industries, Inc.,  
Candy Div., Zion, Ill.

Nutrine Candy Co., 419 W. Erie St.,  
Chicago, Ill.

Package Confectionery Co., South  
Boston, Mass.

Pechaur Lozenge Co., Inc., Brooklyn,  
N. Y.

Wanderer, Ph., 8th and Somerset Sts.,  
Philadelphia, Penn.

Ziegler Co., George, 412 W. Florida St.,  
Milwaukee, Wis. (Dist. Pt., Seattle, Wash.)

CANDY BUYERS' DIRECTORY



Here's a ONE PAGE  
directory . . . to take the  
problem out of Candy Buying

If you want variety . . . if you  
want quality . . . Necco makes  
it! You can do *all* your candy  
buying right from this page!  
Necco penny goods lead the  
field. Necco has pioneered in the  
development of best selling 5c  
pieces and packages. And Necco  
fancy packaged goods are the  
favorite holiday, birthday and  
week-end gifts of sweethearts,  
wives and mothers.

Lozenges . . . jellies and gum  
work . . . licorice . . . creams  
. . . bulk chocolates—they're  
all in the complete line of  
Necco sweets. All are styled  
and quality-made for quick  
turnover. All are backed by  
an eighty-six year old reputa-  
tion for quality and depend-  
ability. Ask your jobber sales-  
man—or write or wire us for  
samples!

**NEW ENGLAND CONFECTIONERY CO.**  
CAMBRIDGE • MASSACHUSETTS

You Will Be Listed, Therefore "Tie-In" With a Catalog of Your Complete Line

**BIGGER  
THAN  
EVER**

The 1937-1938 Directory of Confectionery Manufacturers for  
candy buyers of the country will be more extensive than ever! All  
manufacturers selling nationally, or in trading areas of a state or  
more, will be listed (without charge) under each class of goods they  
produce. Advertisers will be in bold type. Tell your complete  
story in the advertising pages next to your listings!

# TO PUT YOUR SALES STORY BEFORE THE CANDY BUYERS OF AMERICA FOR THE COMING YEAR IN THE DIRECTORY OF THE CANDY INDUSTRY

MR. CANDY MANUFACTURER: Now is the time! Don't make the mistake of ignoring the requests of hundreds of substantial candy buyers. They ask you to place before them for ready reference in this convenient Annual Directory a summary of the lines you manufacture.

The candy buyers of the nation want your catalog briefly outlined in this consolidated catalog of the American confectionery manufacturers. The 1937-1938 Sixth Annual Edition closes in September.

Hold the business you have and get more! Here is the biggest good-will builder and business getter you can invest in!

We possess recent letters and hundreds of request blanks returned from users of the last edition asking for the 1938 Directory. We can show you that the biggest buyers of the industry use this Directory frequently. Believe it or not—some chain organizations have asked for extra copies! Jobbers, too, are wholeheartedly enthusiastic for it!

Your advertising message in just this one edition will keep your story before these buyers a year! No other advertising compares with it in value or low cost.

Act now! Write for further information.

## THE CONFECTIONERY BUYER

PUBLISHERS OF THE MANUFACTURING CONFECTIONER

400 West Madison Street, CHICAGO - - - 300 Madison Avenue, NEW YORK

AUGUST, 1937

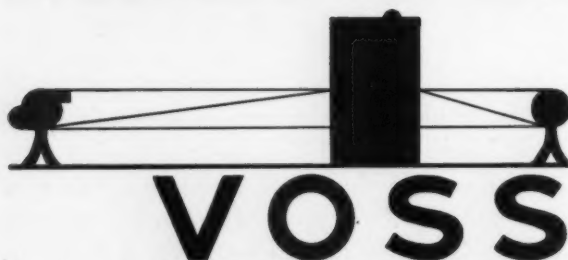
Page 43





**for**  
**PECTIN CANDIES**  
**COMPLETE - READY TO USE**

**SPEAS MFG. CO. - K.C. MO.**



**NEW GLAZED ENROBER BELTING**

The enrober belt the Candy Industry has long been waiting for! Contains no rubber—will operate over the sharpest edge or nose bar without cracking—gives extra long life—perfect bottoms. Proven by tests conducted past 8 months.

Send now for trial belt and be convinced.

**BATCH ROLLER BELTS**

Heavy tubular woven fabric—no seams—folded and reinforced edges sewed with tape—perfect running—double edge, double life.

**ENDLESS ENROBER CANVAS FEED AND DELIVERY BELTS**

Perfect construction—pliable laps—sewed on the bias—special woven fabric.

Write for samples and prices.

**V** **SERVICE - SATISFACTION - SAVINGS**  
**VOSS BELTING & SPECIALTY CO.**  
 1756-1756 Berwyn Ave. - CHICAGO, ILL.

**CONFECTIONERS' BRIEFS**

William E. Shoudy of Syracuse, N. Y., long identified with the confectionery industry, died recently. He was active in association work among jobbers during the NRA.

Summerfield Dairy, Inc., Little Rock, Ark., is going to manufacture candy and will sell it through its eight stores.

H. P. Taylor, formerly of Joliet, Ill., is now in charge of Walgreen's Candy Kitchen in Miami, Fla.

Marchand's, Inc., New York City, has opened a new retail candy and ice cream store at 2848 Broadway and is contemplating ten additional stores. The firm will not manufacture the candy but will have the candies made according to its own formulae and specifications for the present.

Klotz Confection Co., Louisville, Ky., recently had a quantity of candy and raw materials destroyed by fire. Fred C. Klotz, Jr., purchased the building for \$25,000 two months ago. Extent of loss undetermined.

Vander Bies, Inc., St. Paul, Minn., are no longer manufacturing candy.

Mario Gianini, Margarella Building, New York City, is making a limited line of high class candies for sale to the retail trade in New York. He is also marketing sugar cubes containing just enough bitters and herb extract to flavor "Cocktail Bitters." A wooden pestle for crunching and mixing is included in the package.

Foreign visitors at the offices of THE MANUFACTURING CONFECTIONER this week were C. V. Olding of the Australian branch of Life Savers, Inc., Sydney, and J. J. Joyce of White Signet, Ltd., Sydney. Mr. Joyce has been spending six months in this country and Europe visiting confectionery plants.

National Food Distributors' Association convention is now being held at the Sherman Hotel, Chicago.

The Boston Conference on Distribution will be held at the Hotel Statler, Boston, Sept. 20-21.

The Chocolate and Confectionery Exhibition will be held at Earl's Court, London, England, Sept. 1-9.

The Candy Production Club held their annual golf tournament for candy men, allied trades and friends at the Kildeer Country Club, August 12. The program consisted of lunch, golf, beer on the course, dinner, entertainment and distribution of many attractive prizes. Mr. Fred Strait of Shiefeldt & Company, was chairman of the entertainment.

Candy Executives' and Associated Industries' Club held its regular monthly dinner meeting on July 20 at the St. George Hotel in Brooklyn. Those present were entertained with a film presented by the du Pont Company showing modern merchandising methods. A fishing trip for members and guests was planned for August 10th.

**"1,000 Manufacturers Can't Be Wrong"**

QUALITY

PRODUCTION

**THE SIMPLEX CREAM FONDANT SYSTEM**

Will Increase Production—Reduce Labor and Operating Costs—Require Less Floor Space—Improve Quality—

Adaptable for cooking and cooling perfectly all types of Hand Roll or Cast Creams on limited or production basis.

The "SIMPLEX" is now manufactured in several models (for cream fondant, toffees, grained mints, and hard candies), each adaptable to your particular problem and type of candy.

Write us for details.  
*"Cutting Costs with a Simplex."*  
**VACUUM CANDY MACHINERY CO.**  
 15 Park Row New York City

## IMPROVE CONFECTIONERY WHOLESALING

(Continued from page 28)

makes available the total figures on wholesale and retail trade for every State, city and county in the United States. Where practicable, without breaking confidence with individual business men, the totals are analyzed by kinds of business or trades, and by types of operation. The officials of the Census are willing to cooperate in every way to make the figures more useful to business men.

In conclusion, I should like to state that I have attempted to present a method or way of using Census figures and not to offer advice. At various points some logical deductions have been made, but these deductions were used only to complete the illustrations. We all realize that business is extremely complex and that there is no certain road to success. Frequently it requires the combined efforts of groups of individuals to plan for better marketing. As stated before, the Census officials are ever ready to lend what aid they can. Our publications, within the limits of the available supply, may be had upon request and, by way of improving the usefulness of future studies, we solicit your comments and counsel.

## CACAO FERMENTATION

(Continued from page 26)

in chronological order as well as author and subject indices. The color plate and the line drawings are well reproduced, but the half-tones might have been better.

It is unfortunate that a book of this character which will not only be read through by cacao producers, but will be used for many years as a reference book should not have been printed in better style. The type is small and gray, instead of black, and not too clear. The paper might have been better.

But certainly the author has presented not merely the most important work since Hamel Smith's book on the subject in 1913, but the only complete collection of information on the fermentation of cocoa beans now in existence.

**EDITOR'S NOTE:** This volume is obtainable at \$2.50 per copy through the Manufacturing Confectioner Publishing Company.

## SOUTHERN WHOLESALE CONFECTIONERS

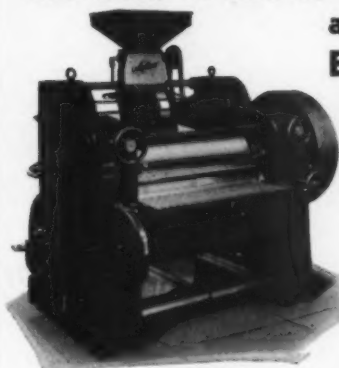
(Continued from page 30)

Max Burger addressed the convention on Thursday morning. Excerpts of their talks appear elsewhere in this issue. Statistics showed that the percentage of attendance at the business sessions this year exceeded those of any previous year.

President L. V. Jones in his annual address expressed appreciation to the industry for its fine cooperation with him in building the association. In concluding his remarks he made three recommendations for the consideration of the incoming administration, as follows: (1) The making of plans for the increase of the active membership of the association to 300 members; (2) an appeal to the members to give the association adequate financial support and (3) the employment of a full-time secretary. A committee was appointed to work on these ideas and report its findings to the Board of Directors.

"A Measuring Stick for Jobbers as Seen by the

**One cocoa liquor mill that does the work of two or three . . . and does it BETTER**



The 913-M

**AGAIN** Lehmann scores! This time it is with a new COCOA LIQUOR MILL combining the features of a roller mill and a disc mill.

In a single operation this new unit converts cocoa nibs into the finest ground cocoa liquor. It is capable of much greater fineness than the old millstone type of mill and produces as much as do two or three large triple mills of that type. It represents a saving in floor space, power and attendant labor.

This method of grinding cocoa nibs is rapidly finding favor with the cocoa and chocolate industry.

Additional details will be given gladly upon request.

**J. M. LEHMANN COMPANY, Inc.**

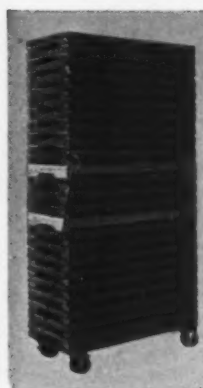
Established 1834

250 WEST BROADWAY  
NEW YORK, N. Y.

Factory: Lyndhurst, N. J.



The Standard for Quality in Machinery Since 1834



**Modernize Your Factory!**

with

**STAK-EZY**  
**ALL STEEL**  
**STARCH**  
**TRAYS**

**No Splinters - No Nails**

**Non-Slipping - Sanitary - Fireproof**

Will stack and work on moguls with wooden trays — permitting gradual replacement

**T. C. WEYGANDT CO.**

167 Duane Street, New York, N. Y.

Sole Distributors for United States  
Mfr'd under Pat 1,994,664 (other patents pending) by Currie Mfg. Co., Chicago



## The "LUSTR KOOLD"

### Chocolate Cooling Conveyor

and "Economy" Dry Air Conditioner similar to those shown above are now used by many leading confectionery and biscuit manufacturers.

"Economy" engineers, familiar with candy plant problems, will be pleased to study your needs and make recommendations.

**ECONOMY EQUIPMENT COMPANY**  
538 W. Pershing Road CHICAGO, ILL.

152 W. 42nd St., New York City  
Bakers Service, Inc., 507 E. 3rd St., Los Angeles, Calif.



## BETTER MADE—thanks to Ideal Air Conditions

Life Savers' famous Fruit Drops reach the customer hard, "handleable," and palatable . . . because they are cut, packed, and wrapped under ideal air conditions.

A Sturtevant Air Conditioning System maintains these conditions. It assures a better product, speeds wrapping, prevents spoiling and delays.

Louis Sherry, Wilbur Suchard, and Hardie Bros. are a few of the others who use Sturtevant Air Conditioning. Let us put our long experience in the candy industry to work on your problem.

**Sturtevant**  
*Air Conditioning*  
FOR BETTER PRODUCTS  
AT LESS COST

### COOLING & AIR CONDITIONING CORP.

(Division of B. F. Sturtevant Co., Hyde Park, Boston, Mass.)



ATLANTA CAMDEN CHICAGO GREENSBORO  
LOS ANGELES NEW YORK

Manufacturer" was ably presented by W. F. DeMaris of the New England Confectionery Co., Cambridge, Mass., and "As Seen by the Traveling Man," presented by T. H. Hubert, Miami, Fla., representative of Luden's, Inc., and president of the Southern Salesmen's Candy Club.

### Arriving at a Yardstick for Markets

Mr. C. M. McMillan, secretary of the S.W.C.A., made a short talk on the subject, "Arriving at a Yardstick for Markets." He introduced Mr. Albright, who has charge of the wholesale unit of the Census of Distribution of Washington, D. C., who spoke on "Using Census Data to Improve Confectionery Wholesaling," touching particularly on the use of the Department of Commerce data in measuring markets. Mr. Albright's paper was considered one of the finest ever presented at an S.W.C.A. convention and it was prophesied that the material presented by him would be usable throughout the year in the S.W.C.A.'s program to arrive at a measuring stick for markets. His talk is printed elsewhere in this issue.

Mr. Ed. Peeples of Peeples Supply Company, West Palm Beach, Fla., gave a talk, "The Use of Entrees in 'Getting In' in the Face of Cut Prices." Mr. Peeples explained how his firm used four entrees in getting in new stores without the necessity of reducing prices or meeting lower prices on staple items. Following Mr. Peeples' paper, M. A. McDonell of Cincinnati, Ohio, spoke on "Some Signposts to Profit," in which he made a preliminary report on the Dun and Bradstreet Survey of Wholesale Confectionery Operations.

W. T. Hawkins of Cherry Specialty Company spoke on the subject, "The Smart Jobber of Today Is Sitting on Top of the World." He emphasized the advantages held by the jobber who knew how to merchandise candy and stressed the value of emphasizing those items that carry the most profit.

Mr. C. E. Morgan, of Morgan Brothers, Asheville, N. C., talked on "What Shall We Do About the Shrinking Margin on Candy?" Mr. Morgan warned the jobbers about protecting the interests of retailers against a too low margin on candy lest the retailer lose his interest in candy and turn it to something on which he can get a fair margin of profit.

The Board of Directors awarded to Riley R. Adams, the Curtiss Candy Company representative in Louisiana, the Winchester Trophy for having rendered the greatest service to the S.W.C.A. during the past year, and to Mr. Adams went the diamond-studded S.W.C.A. Service Button given to the traveling man, jobber, or manufacturer who lined up the largest number of members during the year.

The largest display of candy ever shown at a S.W.C.A.'s Convention was on display in Atlanta. One evening of the show was devoted entirely to displaying to the New Orleans retailers and sub-jobbers.

During the banquet several possible Convention cities for next year's Convention were mentioned. The greatest round of applause went to Myrtle Beach, South Carolina, with Memphis, Tennessee, running a close second. The Board of Directors announced that it would take under advisement the reactions of those present in selecting next year's convention city.







# Candy. Packaging

- SUPPLIES
- SALES AIDS
- MERCHANDISING

THIS SECTION APPEARS MONTHLY IN THE  
MANUFACTURING CONFECTIONER



# Sweeten your Profits

## on Bar Goods



BY TAKING advantage of modern developments in wrapping machinery, candy manufacturers are making striking savings.

The machine below (our CA-2), for example, reduces cost of wrapping material as much as 20%. Equipped with Electric-Eye, it handles printed material in roll form, registering the printing correctly on the bar. This is far less costly than buying cut-to-size sheets.

Unlike older machines, the CA-2 is completely automatic—no wrapping material is fed unless there is a bar in place—it thus eliminates all waste.

With a top speed of 150 per minute, it reduces labor cost to the minimum, and is a valuable saver of floor space.

### *New Styles of Wrapping*

New materials are constantly coming on the market and novel ideas in wrapping are being developed with them. Printed foil, cellulose or glassine—the CA-2 can handle them all.

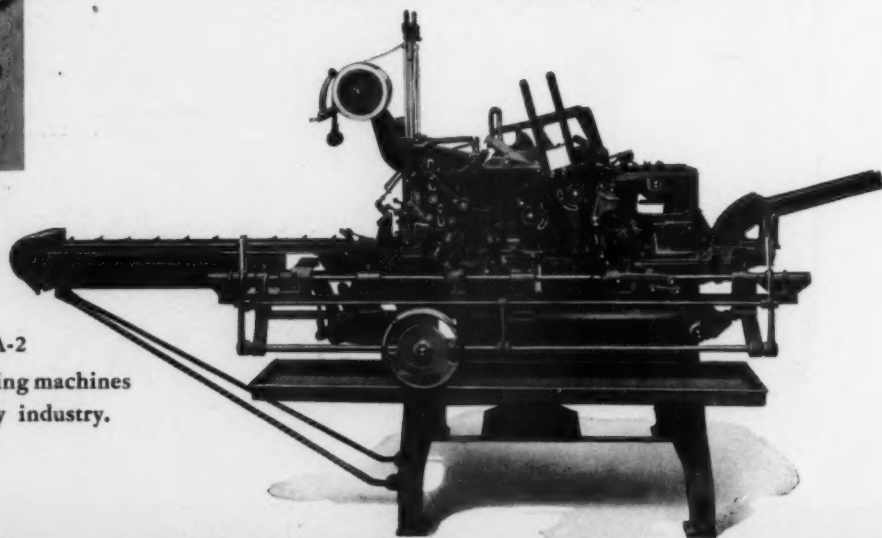
The CA-2 is only one of many machines which we have developed for the confectionery industry.

If you are thinking of turning out a new product, or the adoption of a new and better type of wrapping, let us help you with advance information.

*Consult our nearest office.*

**PACKAGE MACHINERY COMPANY, Springfield, Mass.**

NEW YORK	CHICAGO	CLEVELAND	LOS ANGELES
MEXICO, D. F. Apartado 2303	Peterborough, England: Baker Perkins, Ltd.		
Melbourne, Australia: Baker Perkins, Pty., Ltd.			



MODEL CA-2

One of our many wrapping machines  
for the confectionery industry.

## PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

# CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

## SHIPPING CONTAINERS

### How Good Must They Be?

★By EDWARD DAHILL

Chief Engineer, Freight Container Bureau,  
Association of American Railroads, New York

**A** SHIPPING container should be good enough to deliver its contents under normal conditions at its ultimate destination with negligible loss or damage, and in determining how good a container must be, consideration must be given to the characteristics, degree of fragility, effects of heat or cold, or moisture, and value of the particular commodity involved, the length of its journey, the number of times it will be shipped, the kind of transportation services and the handlings through which it will pass, and numerous other factors.

First, the container must have the ability to retain its contents through all the various stages of transportation.

Second, the container (together with its interior packing) must have this ability to protect its contents from outside forces, that is from the dead stacking loads encountered in moving freight cars and trucks, and the most severe forces of all, the live impact loads, which occur lengthwise of the car or truck, during the normal handling and starting and stopping of the vehicle in the course of its journey.

Third, the container, and of course its interior packing must possess the ability to protect its contents from the shocks and jars incident to handling; such as occur when containers are sent down gravity chutes, are roughly stowed or stacked, or are inadvertently dropped or toppled over.

Fourth, the serviceability of the container must not be adversely affected by contact with water or from moisture vapor in the surrounding air.

Fifth, the container should be of such size, shape and gross weight when these factors can be controlled so as to be easily handled, stowed and braced.

Sixth, the cost and the tare weight of the container should be as low as possible consistent with its proper construction and the efficient protection of its contents as outlined in the first five points.

Seventh, the container should be so constructed that

it can be easily assembled and closed and so it will fit into the production line if necessary.

#### **Performance Tests Important**

In order to determine that the container is satisfactory in regard to the first three points mentioned above, the use of certain laboratory performance tests is highly recommended, especially the compression test and the revolving drum test.

The compression test should be made on the container completely packed with its contents and with any or all interior packing in place. The shipper's main interest should lie in the ability of his completely packed container to withstand the desired compressive load without damage to its contents and regardless of the deflection, provided the deflection is not excessive. Many commodities lend support to the container in withstanding compressive loads and can do so without any danger of damage. Also in many cases the container is greatly reinforced by the pieces of interior packing used inside. So it is well to make compression tests on the container completely packed just as it will be actually shipped.

Similarly, the revolving drum test should also be made on the container completely packed with its contents and with any or all interior packing in place. This revolving drum test, when properly applied, will give a measure of the ability of the container to retain its contents and also its ability to protect its contents from shocks and jars.

Now let us see what procedure a manufacturer might employ in developing a satisfactory container and system of packing for a new product or for an old one, the packing of which has failed to produce satisfactory results. By utilizing the best data and advice obtainable, he should set up arbitrarily, but logically and reasonably, compression and drum test standards for his new container. There should be determined the com-  
(Turn to page 60)

AMONG THOSE EXAMINED AT THE JULY 15

# CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October



## SELECTED FOR AWARD OF RECOGNITION

These well-designed boxes show what can be done in developing an inexpensive line of candy shop style packages. There are three sizes in each line—one-pound, three-pound, and the five-pound boxes, with holiday decorations. A personalized touch is featured in each design. This is achieved in the "Cora Deam" boxes by means of the script lettering and the photograph. The "Margie Bell" boxes have the personal appeal through the candy shop illustration in its design. The designs of both boxes feature legible lettering and show excellent planning throughout. They are unusually appropriately designed for candy boxes. Featured by E. J. Brach & Sons, Chicago; designed by Ernst A. Spuehler.

## Tin Assortment

2 lbs.—\$1.00

Selected as Outstanding

**CODE 8137**—Description: Three-layer round tin lithographed in full colors with design of overall pattern well suited for summer assortment. A very high-class package in all respects.

**Design:** Forget-me-not motif in modern treatment on white background with gold pin striped diagonal pattern combined with brown panels of varying sizes on the cover and green border, conveys the suggestion of coolness and high class. The elements of design are well proportioned to the area. The name of this well-known retail confectioner has been sufficiently subdued

to give the rest of the design a chance to express itself. Very nicely designed and executed box.

**Colors:** The color scheme of brown, light green and white is not only appropriate to the season but well selected for a candy box.

**Typography:** The trade-mark name in the center of the lid is a part of the design and has been executed with originality. It is a good example of the use of script lettering in modern treatment. Too many candy boxes and logotypes of firm names employ script lettering of antiquated and obsolete styles.

**Originality:** Excellent; has individuality.

**Class of Trade:** This package should

have strong appeal to the vast middle class. The contents are such that everyone in the home will find something pleasing to his taste.

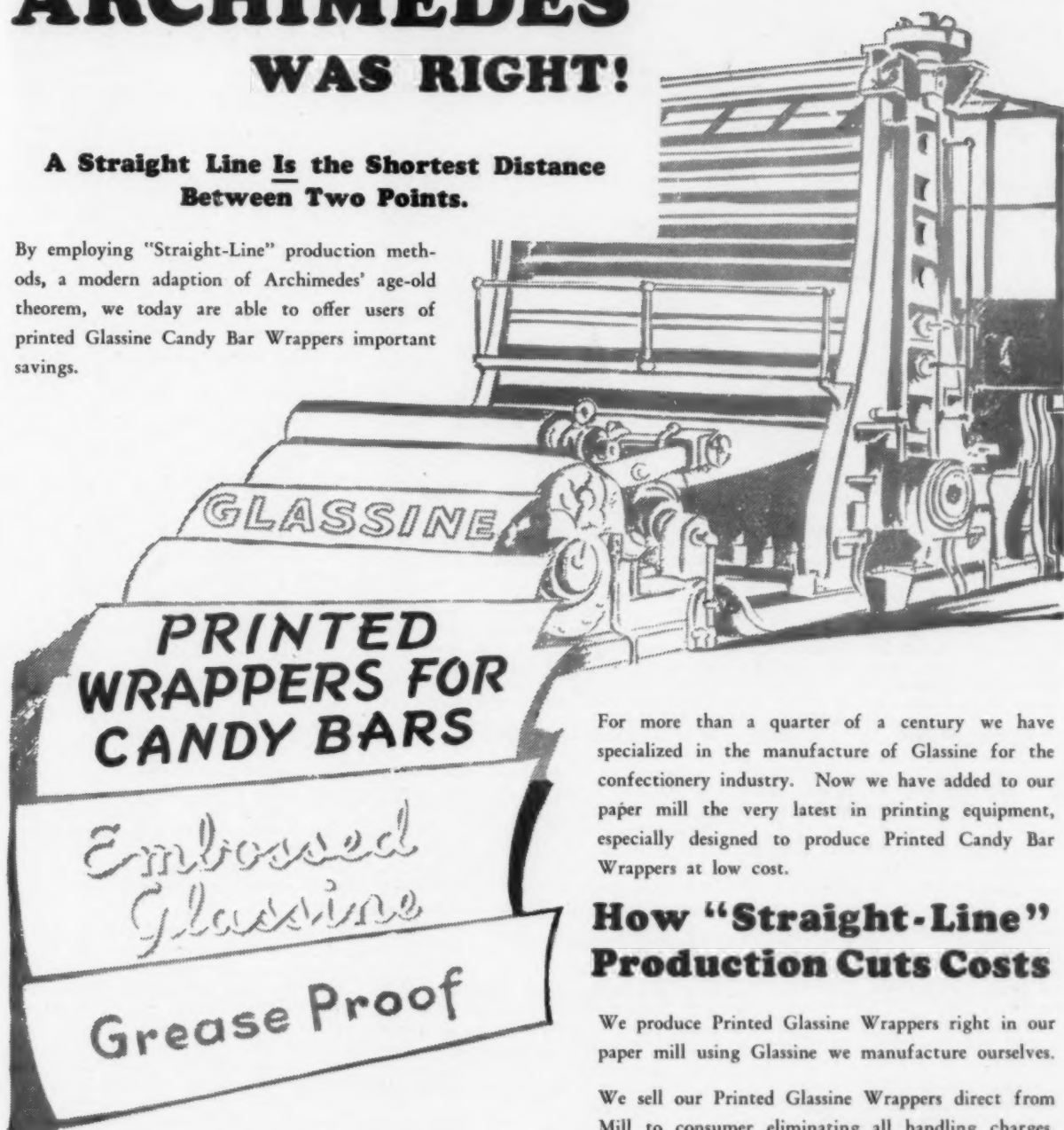
**Appearance on Opening:** Lace doily with a circle of embossed glassine paper for covering. The doily adds to the quality atmosphere. Box contains an appetizing assortment of bon-bons, crystallized candies, caramels, honey mallow, nut-filled sticks, chocolates and pecans. The chocolates constitute about 50 per cent of the box, with light and dark coatings. The dipping is up to the high standard of workmanship characteristic of this firm. The bon-bons have a natural gloss and are also of excellent workmanship. The creams are light and fluffy but not sappy and



# ARCHIMEDES WAS RIGHT!

**A Straight Line Is the Shortest Distance  
Between Two Points.**

By employing "Straight-Line" production methods, a modern adaption of Archimedes' age-old theorem, we today are able to offer users of printed Glassine Candy Bar Wrappers important savings.



For more than a quarter of a century we have specialized in the manufacture of Glassine for the confectionery industry. Now we have added to our paper mill the very latest in printing equipment, especially designed to produce Printed Candy Bar Wrappers at low cost.

## **How "Straight-Line" Production Cuts Costs**

We produce Printed Glassine Wrappers right in our paper mill using Glassine we manufacture ourselves.

We sell our Printed Glassine Wrappers direct from Mill to consumer eliminating all handling charges, agents' commissions and brokerage.

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# **THE HARTFORD CITY PAPER CO.**

**Hartford City, Indiana**

New York Office  
15 Park Row

Chicago Office  
First National Bank Building

AUGUST, 1937

Page 51



#### SELECTED FOR AWARD OF RECOGNITION

Two-pound \$1.00 tin box assortment by De Met's, Chicago retail confectioners, selected for award of recognition by The Manufacturing Confectioner's Candy Packaging Board at its Packaging Clinic held in Chicago on July 15. Lithographed in four colors, with brown and green predominating, trimmed in gold. The elements of design are well proportioned. The name, which is a good example of modernized script, has been sufficiently subdued to give the rest of the design a chance to express itself. The contents and arrangement of pack are of equally good quality and high taste.

are made with proper proportions of real fruit and nuts. The middle layer consists of thin chocolate covered pieces.

**Box Findings:** Brown glassine cups, brown layer board, besides a lace doily and glassine circle. A suggestion for possible improvement is that white glassine cups might be used instead of the brown.

**Display Value:** Excellent. It is a credit to any counter display or window.

**Sales Appeal:** Very good. Suggests quality and is lively without being overdone.

**Appropriateness:** The design treatment is unusual in that this container does not have the "tin-can" atmosphere that some metal candy boxes have when poorly designed and carelessly packed. The crystalline metallic effect of the exterior finish also adds to the richness of the container.

**Remarks:** A very good value for the price. The exterior and contents have the brilliance and good taste essential to sales appeal for a package built for discriminating consumers.

#### Tin Box Chocolates

20 ozs.—\$1.00

**CODE 8237—Description:** Two-layer round tin box lithographed in orange, yellow, black and green.

**Design:** A conventional floral design in center of the lid, surrounded by letters and ornamentation on a brilliant orange background, which kills the colors in the flowers. The border ornamentation overwhelms the lettering. The appearance could be improved by using a maroon instead of the orange, and omitting the outside border to give the lettering a better chance to become a more definite part of the design.

**Typography:** With all the space that is available, the lettering could be larger and better spaced, so it would form a complete circle around the lid. A suggestion also would be to center the lettering between the outside and inside borders.

**Appearance on Opening:** The pieces in this wide assortment are inviting because they are small and of uniform size. The pieces are nicely dipped and reveal some effort to obtain character in the dipping. Light and dark chocolate are used. Fewer foil wrapped pieces might improve the box. Also it would be well to use a ginger that has not been so heavily crystallized. The half-dipped fruits could be of better color, glazing and quality. The spice drops might well be omitted.

**Box Findings:** White glassine cups and crumpled tissue for padding.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** An improvement in appearance and protection would be attained by the use of a more durable and better quality circle. Inasmuch as the candies do not fill this box, owing to their small size, it would be advisable to use a padding on the bottom or reduce the height of the box. Slower melting of the dipping chocolate might improve the gloss. There is considerable appeal in the size of the pieces and appearance of the contents as a whole.

#### Box Chocolates

1½ lbs.—85c

Selected as Outstanding

**CODE 8337—Description:** One-layer set-up box with bottom extension edge. Covered with white litho paper printed in pastel colors of gray-blue, pink and silver arranged in panels covering the top and sides of lid. A beautiful and appealing package.

**Design:** A very handsome design, nicely balanced. Old-fashioned hoop-skirt girl illustration executed in a modern rendering on silver panel in center of the lid, with polka dots in white. The simple use of white borders and lettering in silver on white across the ends add pleasing effect. The lettering at the ends, however, would be more readable with spacing between words. Originality is expressed in the design.

**Colors:** To some the blue may seem rather washed out and lifeless, in which case the box might be improved by use of a color in greater contrast to the center panel. The pink panels on the sides, contrasting with the blue on the top and ends is pleasing. Excellent distribution of colors and unusually good effect obtained with only three colors.

**Appearance on Opening:** Originality is further expressed in the use of a transparent wax paper cover sheet attractively designed with an over-all pattern in modernistic treatment, printed in red and yellow. The contents consist of a summer assortment of home-made types of goods, bon-bons, nut jellies, nougats, caramels, wrapped pieces and a few crystallized jellies. The bon-bons have a very nice gloss and the pieces in the assortment give a colorful effect. While the lack of uniformity in size of pieces is characteristic of a home-made appearance, it has the disadvantage of appearing incompletely filled where the pieces are small.

**Box Findings:** Printed wax top sheet mentioned above. It would be far better to use a wax liner than folder strips of the colored top sheet material around the center tray and sides. The pieces wrapped in transparent cellulose and wax paper, together with the white cups and white box edging make the contents look clean and dainty.

**Sales Appeal:** Good.

**Display Value:** Good.

# ANNOUNCING

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which we have been perfecting for over a year is now available, having these important features:—

- |                |                            |
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City Paper Company's printed Glassine  
Wrappers advertised elsewhere in this issue.



**GEORGE H. SWEETNAM, Inc.** 282-286 PORTLAND ST.  
CAMBRIDGE, MASS.



**Remarks:** This package shows an effort to accomplish something out of the ordinary—which may be considered successful in the exterior design. The interior, however, could stand improvement.

### Chocolate Boxes, 3 Sizes

1 lb.—3 lbs.—5 lbs.

Prices Omitted

Selected as Outstanding

**CODE 8437—Description:** Group of three set-up telescope boxes wrapped in white litho paper, two of which are standard one- and three-pound sizes in the retail candy shop style. Featured by a large manufacturer. The five-pound package has additional holiday ornamentation and Christmas colors.

**Design:** A fresh treatment of the candy-shop style of box, designed with originality and simplicity. The use of a woman's actual photograph instead of the customary silhouette gives a personalized touch which is very pleasing. The color and design arrangement are very simple but outstanding. This design is sound in every respect and may well be used indefinitely.

**Typography:** Very legible and well blended. Employs the script lettering characteristic of the retail shop box, but this presented in better balance than usual. Type styles are held within three varieties. Many candy boxes could be improved in this respect as too many different types are used.

**Originality:** Excellent.

**Class of Trade:** Popular low price range.

**Sales Appeal:** Excellent; suggests good taste.

**Appropriateness:** Very suitable design for a candy box. Floral ornamentation near the photo adds suggestion of delicacy.

**Display Value:** Good. The design carried on the sides aids display attractiveness.

**Remarks:** A very good example of what can be done with an inexpensive standard box in the retail style. Use of photo halftone is in keeping with new trend in packaging. The holiday package is also an excellent departure from the traditional 5-pound box in design and in its large flat shape.

### Chocolate Boxes, 3 Sizes

1 lb.—3 lbs.—5 lbs.

Prices Omitted

Selected as Outstanding

**CODE 8537—Description:** Group of three set-up telescope boxes covered with white litho paper, two of which are standard one- and three-pound sizes in the retail candy-shop style. Featured

by a large manufacturer. The five-pound box has additional holiday ornamentation and Christmas colors.

**Design:** Candy shop illustration, which is the central feature of the design, appears in the center of a pink panel extending across the lid and over both ends. Similar treatment around the sides. General background is white. The design is well drawn and most attractively executed. The candy shop sketch lends a personal touch and an atmosphere of quality.

**Colors:** The green bands above and below the pink panel might well be of a softer pastel green; which would stand out sufficiently against the white background. Thus the colors would harmonize better.

**Typography:** Simple and legible, blending well with the general design.

**Sales Appeal:** Excellent.

**Display Value:** Very good. Especially good for mass display.

**Appropriateness:** Outstandingly a candy box.

**Remarks:** This line of boxes is in a class by itself for popular priced chocolates. Should establish sales record if the contents measure up to the appearance of the package. Boxes were submitted empty.

### Foil Bag of Mints

½ lb.—Price Omitted

Selected for Recognition

**CODE 8637—Description:** Metal foil paperlined bag, satchel bottom style, printed in black and green, fastened with metal strip holding folded top in place. Colored cellulose ribbon is tied around the entire bag, across the face, finished with a bow on top.

**Design:** Interesting design, but visibility of the lettering is difficult. Part of the lettering and design cannot be seen because the design is larger than the face of the bag. The lettering would be more easily read if it were in a solid style instead of being outlined, or if the firm name were smaller and omitting the tall initial.

**Colors:** The silver foil combines well with the green and black printing. The green adds an appropriate suggestion of coolness. An assortment of cellulose ribbons in three colors adds pleasing variety to the line. Ribbons of metallic silver, gold and green are used.

**Originality:** Good.

**Suitability to Contents:** The foil is well suited to preserving the quality of the butter mints. These packages were



### SELECTED FOR AWARD OF RECOGNITION

The single layer, size and shape, as well as design of this chocolate-covered cherry box are all different from the customary package for this type of goods. It is also unusual for its rich effect obtained with only one color in printing—gold printed on a deep red flint glazed paper. Manufactured by Mavis Candies, Inc., Long Island, N. Y.

kept for some time and the contents remained in first class condition.

**Sales Appeal:** Good—out of the ordinary.

**Display Value:** Good.

**Remarks:** Very unique package and a good way to handle mints. Owing to its individuality it should attract attention in a candy or department store, but in a grocery store customers might not give it the attention it deserves—thinking it some one of the famous brands of teas. A new and different package, worthy of commendation.

### Box Chocolate Cherries

1 lb.—29c

Selected for Recognition

**CODE 9737—Description:** One-layer telescope set-up box, covered with red flint glazed paper and printed in gold.

**Design:** The basic colors and simplicity of design are excellent. The silhouette in gold is properly subdued, whereas the mistake is sometimes made of printing a large silhouette in black on white, with a resulting effect of the silhouette dominating the entire design.

**Typography:** With the utmost simplicity used in the design, the lettering should be more refined and up to date. The plainness of the box magnifies the desirability of more refinement in the type styles used.

**Appearance on Opening:** Very favorable for this priced package. Contains 24 chocolate covered cherries—all visible in the one layer.

**Box Findings:** Egg crate dividers, brown glassine cups.

**Display Value:** Good. The deep red color and glazed paper together with this unconventional style of cherry box make for attention value.

**Sales Appeal:** Very good.

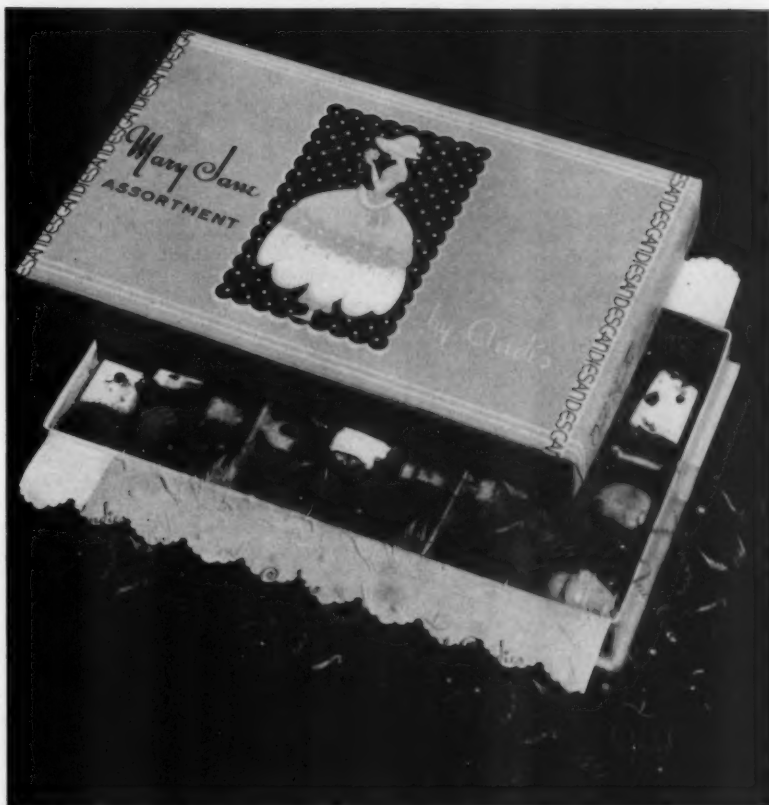
**Remarks:** An interesting departure for a cherry package, and we hope its sales measure up to all that is expected. Its appearance surpasses the other boxes submitted in this line.

### Box Chocolates

1½ lbs.—85c

**CODE 8837—Description:** One-layer set-up telescope box, with lower extension edge. Covered with white flint paper, printed in pastel colors and gold. Wrapped with transparent cellulose. Has decided eye appeal as a whole.

**Design:** It may be said that there are too many elements of design on the lid, competing with each other for attention. The plain area in the blue-gray color makes the checkered portion adjacent to it appear overbearing and out of place. Instead of the colored checks, a plain rose color, with the gold lines remaining would be a means of improvement. While the design in the



### SELECTED FOR AWARD OF RECOGNITION

A handsomely designed one-layer box with old-fashioned illustration executed in modern manner. The background of center panel is silver, while pastel shades of pink and blue, with white blend well in delicate tasteful appearance. Contains summer home-made style candies. A striking liner sheet of transparent wax paper, in modern design and printed in red and yellow, adds an unusual and distinctive touch to the package. By Andes Candies, Chicago.

gold circle is good looking by itself, the attractiveness which it would otherwise add to the package is overshadowed by the checkerboard effect surrounding it.

**Colors:** Those used suggest good taste. Instead of the somber blue, however, a cobalt blue would harmonize better with the rose color.

**Typography:** The block lettering could stand a little more refinement and be letter spaced, which would offer improved harmony with the elegant script.

**Appearance on Opening:** Home-made summer assortment. The outside is appealing but on opening one is impressed with the cost saving, which is all too apparent. Workmanship on some of the pieces could be greatly improved, although considerable effort has been given to the selection of a variety of new pieces, and a great many of them are appealing. Omission of the nonpareil and the cherries on the bon-bons would be an improvement. The Clinic suggests pineapple pieces on the bon-bons if anything is to be used.

**Box Findings:** Embossed scalloped edging and white glassine cups. Some

pieces wrapped in cellulose and wax paper. All these lend nice clean effect.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** The weight and quality of the wax paper sheet in the top of the box could well be improved, as it is insufficient protection and its appearance detracts from the suggestion of good quality throughout. Other materials, such as cellulose and glassine could also be used to prevent the oil from the pieces being absorbed by the embossed edging and box.

### Box Chocolates

1 lb.—35c

**CODE 8937—Description:** Two-layer telescope set-up box, covered with white coated paper, printed in pink and gold. Wrapped in transparent cellulose and contains whipped cream chocolates.

**Design:** Rainbow effect executed in pink and gold, with lettering in the lower center. The motif of this design is not expressive of anything pertinent to the names or contents, and is overbearing in appearance. The use of

straight and curved lines may be considered overdone. While striving for simplicity in this design, the result is rather disappointing because of lack of balance and proportion.

**Typography:** The description of the contents in lettering on the sides of the box is a good feature.

**Appearance on Opening:** The cheap tissue and wax paper lend very detracting effect, and the appearance of the straw board inside of the box could be greatly improved. The candy is considerably better than the box. The amount of the coating and the flavoring of the pieces, as well as the texture of the centers constitute excellent value for the money. The dipping is also good.

**Sales Appeal:** Contents good.

**Display Value:** Attracts attention satisfactorily for this price range.

**Remarks:** A word of caution would be to use greater care with the bottoms of the chocolates. Good value, however, for the price.

## Box Chocolates

1 lb.—49c

**CODE 81037—Description:** Two-layer telescope set-up box, covered with white coated paper, printed in yellow, green and red. Wrapped in cellulose. Contains butter cream chocolates.

**Design:** A very simple design, confined in two bands of yellow and green, with red flowers. Lettering on diagonal colored strips on the side denote the assortment. When a design is held to such simplicity, the few elements must be extremely well balanced in order to be successful. The reversed lettering on the band is overly bold to harmonize with the delicate upright script above it. Also the forms of the red flowers are severely plain.

**Colors:** Could be improved with more distribution of red. The bold green band is excessively strong and overpowers the entire design.

**Appearance on Opening:** White corrugated paper used as box liner. Contains light and dark chocolates. White glassine cups.

**Sales Appeal:** Good for a spring seasonal package.

**Display Value:** Good.

**Remarks:** The contrasting colors will make a good mass display for merchandising.

## Box Chocolates

1 lb.—60c

**CODE 81137—Description:** One-layer set-up box, covered with white litho paper printed in blue and gold. Part of the lettering is embossed. Wrapped in cellulose, fastened with yellow and gold seals at ends.

**Design:** A geometric design which is overdecorated by too many frills in the design and lettering. The effect is such that all the elements are clamoring for attention.

**Colors:** The dark blue of purplish

cast is excessively strong and accentuates the white area, with the result that it shows up the need for improvement in the styles of lettering.

**Appearance on Opening:** Due to the high quality of the dipping the package has considerable sales appeal. The quality of chocolate is in keeping with this price range, and the coating is very generous. Generally it is best to omit a chocolate covered mint from a chocolate assortment as it tends to flavor other pieces. The one in this box, however, lacked flavor, so that it did not have that effect upon the nearby pieces.

**Box Findings:** Wadeline padding and brown glassine cups.

**Sales Appeal:** Contents good.

**Display Value:** An attention-getter, but better results could be achieved with a more refined design.

**Remarks:** As the box is overly deep for these chocolates a suggestion would call for padding on the bottom to raise the chocolates to the height of the box.

## Foil Box Chocolates

1 lb.—\$1.00

**CODE 81237—Description:** Two-layer telescope set-up box, extension top and bottom, lid covered with gold metallic foil, printed. Well made box and attractive. Wrapped with cellulose.

**Design:** Printed panels with gold foil lettering and ornamentation showing through.

**Appearance on Opening:** The center tray contains all miniature dark chocolates, while the two end trays contain larger pieces. Two pieces wrapped in gold foil. The centers are of the type made by the high-class manufacturers on the west coast.

**Box Findings:** Embossed padding, embossed white edging, and brown glassine cups.

**Sales Appeal:** Very good.

**Display Value:** Good.

**Remarks:** A very nice looking package. The combination of large and small pieces in the same box had considerable appeal. Splendid value for the money.

## Foil Box Chocolates

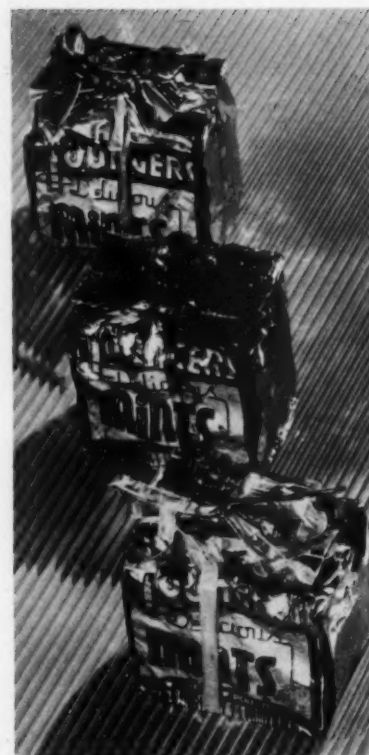
1 lb.—\$1.50

**CODE 81337—Description:** One-layer set-up box, the lid being covered with silver metallic foil, printed in black with lettering embossed. Extension-edge bottom in red glazed paper.

**Design:** Striking, but is "cold" and scarcely suggests candy appetite appeal. The balance of black and silver panels is good. Pleasing use of embossed rules.

**Typography:** The script lettering could have more character to go with the modern style of the title. The lettering of the words "Miniatures" and "Ultra Petite" might well be of the same style.

**Originality:** Good.



## SELECTED FOR RECOGNITION

Metallic silver foil bags of mints, offering a unique package well suited for protection of this type of confection. Printed in green and black, the bags are folded at the top and fastened with a soft metal strip. Cellulose ribbons in silver, gold and green colors are tied around the bags, with bow at the top. Manufactured by Younger's, of Kirkland, Wash.

**Appearance on Opening:** Silver foil and red flint flap, also printed embossed spider-webbed design glassine liner. Assortment composed of miniature chocolates with milk and sweet coatings. Two pieces in colored foil. The reddish purple foil is gaudy and might well be changed to gold. Although the effort is sincere, the contents could be improved in quality.

**Box Findings:** Gold-edged dividers, besides above findings and brown glassine cups.

**Remarks:** The package tends to appear garish. The centers reflect thought and sincere effort to give quality, but the same quality candy packed up differently would hold more appeal.

## Box Chocolates

Four Summer Assortments

1 lb.—29c

**CODE 81437—Description:** Four one-layer telescope set-up boxes of identical design, each with a different flavored and colored assortment of jellies, crystallized creams and panned dragees. The flavors are orange, lemon, mint and licorice. Boxes are covered



with white litho paper, printed in color to harmonize with contents.

**Design:** A panel at the left contains a white silhouette and brand name in white. The title suggests majesty but the character and execution of the silhouette is commonplace.

**Colors:** Each box is printed in one color, viz., yellow, orange, green and black on white stock. The green and white cover was most appealing.

**Typography:** Legibility and simplicity are favorable. Reversed lettering is used effectively, except on the yellow box, which has insufficient contrast.

**Appearance on Opening:** Good. Contents are packed for flashy appearance and kept in position by cellulose wrapper fastened to the bottom of box. The mint assortment is most colorful, as it includes pieces in light and dark green, white, pink and yellow. Appearance of the packs would be greatly improved if all the compartments were filled to the top of the dividers. Some places had only one rather thin piece of candy.

**Box Findings:** White egg-crate dividers and white glassine cups.

**Sales Appeal:** Good.

**Display Value:** Best when open.

**Remarks:** They have appeal for the price. In the board's judgment, if some of the most flagrant defects, including flavor and quality, were improved, they would have double the sale. The idea is good.

### Cellulose Bag Hard Candy

1 lb.—39c

**CODE 81537—Description:** Transparent cellulose bag, printed in red, white and blue. Filled with solid hard candy individually wrapped in cellulose with twisted flaring ends.

**Design:** The brightness of the colors has attention-getting value, but the character of the design would be enhanced materially by better harmonizing in design and styles of lettering. Too many styles of type are used.

**Appearance on Opening:** The individually wrapped pieces are appealing in appearance, although the flavor could be improved.

**Sales Appeal:** Good.

**Display Value:** Good visibility.

**Remarks:** The statement that the contents are filled and solid pieces is misleading, as it contains no filled pieces. A label pasted on the bottom indicates the contents but this is not visible if the packages are stood on a counter. This is one of the disadvantages of using the same bag for several different kinds of goods.

### Box Chocolate Mints

1 lb.—29c

**CODE 81637—Description:** Square shaped set-up box covered with white litho paper, with embossed gold printing. Contains thin chocolate mints in egg-crate dividers, with wax paper between the mints.

**Design:** Well balanced. Lettering is in good taste. Through the simplicity of the elements used a note of distinction and quality has been achieved. Good use of color.

**Sales Appeal:** Very good.

**Display Value:** Good.

**Appearance on Opening:** Very satisfactory. Excellent quality mints.

**Box Findings:** Innerlined with wax paper. The top edges of dividers are trimmed in brown, giving nice effect.

**Remarks:** Outstanding value for the price.

### Cellulose Wrapped Coconut

Price 5c

**CODE 81737 — Description:** Ten toasted coconut pieces wrapped in printed transparent cellulose, with a white board tray. Heat sealed at both ends.

**Design:** The simplicity of the design allows good visibility of the product. The red lettering is rather lost, however, due to the orange color of the contents. The disadvantage could be remedied by use of a more contrasting color.

**Sales Appeal:** Good.

**Remarks:** Better than the average. Good coconut processing, and the pieces are excellent. Display carton could be improved as to its lettering, which employed too many different styles of type, thus being confusing to the eye. The orange and blue of the carton are good strong colors.

### Cellulose Jelly Wrapper

Price 5c

**CODE 81837—Description:** Orange jelly slices wrapped in transparent cellulose printed in blue and white, with white cardboard.

**Design:** Very simple and attractive. The name is executed in large letters across the package—outstanding in its visibility at considerable distance. Good combination of colors, which offer contrast and go well with the contents.

**Sales Appeal:** Good.

**Display Value:** Stands apart from other packages because of the large sized lettering.

**Remarks:** A good example of a well designed, simplified, effective cellulose wrap.

### Cellulose Bag Assortment

2½ oz.—10c

**CODE 81937—Description:** Line of four transparent cellulose envelope bags printed in two colors, heat sealed. Assortments contain sponge-like pieces in following flavors: mint, wintergreen, wild cherry, and molasses. Colors correspond to flavors. Each bag contains one flavor.

**Design:** White cloud in center with white bird on each side, illustrative of the lightness of the pieces. Lettering and border at each end combine to lend quality appeal.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** Attractive package, offering good visibility of the contents.

### Foil Chocolate Pieces

Price 5c

**CODE 82037—Description:** Individually wrapped solid chocolate pieces packed in cellulose covered boat, printed in red.

**Design:** Attractively executed, with this well-known firm's name prominently but simply indicated.

**Sales Appeal:** Good.

**Display Value:** Very good.

**Remarks:** An interesting arrangement well done.

### Box Marshmallows

1 lb.—Price Omitted

**CODE 82137—Description:** Printed cardboard carton containing marshmallows.

**Design:** Name of marshmallows lettered in round style of letters very suggestive of the contents. Illustration of marshmallow nicely done in modern treatment. Reddish purple color printed over entire package with design and illustration showing through in white.

**Sales Appeal:** Good.

**Display Value:** Very attractive. Especially good for mass display.

**Remarks:** A decidedly different style of design and treatment of a marshmallow package. Should prove successful. Suggests good taste and quality.

### Color-Glo Bowl

WEST BEND ALUMINUM COMPANY, West Bend, Wisconsin, has put out a new Color-Glo Bowl. This new bowl is made up in three distinct colors: red with white stripes, Delphinium blue with



blue stripes, and Jonquil yellow with brown stripes. It will also be made up in additional colors for manufacturers who buy in quantity lots. The inside of the bowl of all different color combinations is white. The diameter is 6¾ inches and it is 27/16 inches deep. The bowls are packed in chipboard containers.



## COLORED FLOWER POTS for Packaging Candy

Re-use feature appeals to the consumer—creates those "extra" profit-boosting sales. Rich colors provide an unusually attractive display.

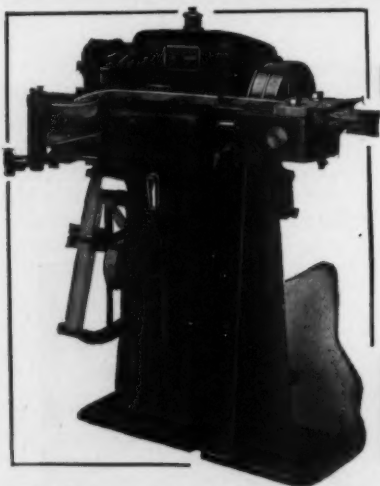
Available in three beautiful enamel finishes on metal: white, red and brown with contrasting stripes. Light grey enamel interiors. Top diameter of pot, 4-3/16 inches; height 4-1/8 inches. Special colors available when ordered in quantity lots.

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# THE CANDY MAN'S CALENDAR

SEPTEMBER 1937

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

9th Month—30 Days—4 Saturdays—4 Sundays

		PLANNING SEASON FOR WHOLESALE MFRS.: Easter Packages Selected, Christmas Production, Hard Candy Production.
		PLANNING SEASON FOR RETAIL MFRS.: Easter Packages Selected, Fall Production, School Opening.
1	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 N. Broad Street.*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver.†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*
1-9		Chocolate and Confectionery Exhibition, Earl's Court, London, England.
2	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel.*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†
3	Fr	Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*—Retail Confectioners' Assn., Hotel Majestic, Philadelphia.*
4	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.‡
4-10		Bakers and Confectioners' Exhibition, Royal Agricultural Hall, London, England.
5	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*
6	M	Labor Day.—Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago.*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.†
8	W	Manufacturing Confectioners of Baltimore, Hotel Emerson.
10	Fr	Assn. of Mfrs. of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡
11	Sa	Kansas City Candy Club, Pickwick Hotel.*—Dealers should be well stocked with pencils, pads, erasers, candy, etc., for school trade.
16	Th	New York Candy Club, Inc., Park Central Hotel.*
17	F	Constitution Day.
18	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.—Sweetest Day is less than a month off. Be prepared.
20	M	Chicago Candy Club, Medinah, Chicago.
20-21		Boston Conference on Distribution, Hotel Statler, Boston.
21	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
23	Th	Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*
23-25		National Industrial Advertisers Association Annual Convention, Edgewater Beach Hotel, Chicago.
25	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*
26	S	American Indian Day.
27		
Oct. 1		Premium Advertising Assn. Convention, New York City.
30		Hallowe'en is only a month away. Be ready with your Hallowe'en novelties.
		*Monthly Meeting. †Weekly Meeting. ‡Bi-Monthly Meeting.



# SHOWMANSHIP



## NOT ONLY A JOY FOREVER

Act IV of

### Showmanship in Business

By ZENN KAUFMAN

**W**ITH nothing to offer but beauty, nature continues year in and year out to pull crowds by the millions. Whether it's the enormous beauty of the Grand Canyon or the simple attraction of a shady lane—our entire nervous and physical systems react with consistent regularity to the call of nature's beauty. The simplicity of the sea—the variety of beautiful mountains—both act as tonics for our beauty-starved populace.

Fortunes have been made by men who have capitalized this public craving for beauty. Many forms of entertainment are based principally on some kind of beauty. Few forms of entertainment can get along without some kind of beauty. And in merchandising, too, it plays a major part in getting and holding the crowds.

One battery man is now packaging automobile storage batteries in "ducky-looking" cardboard boxes with a snakeskin finish. Women buy a large proportion of storage batteries now-a-days and are repelled by the sight of a greasy-looking, black battery. It's negative—whereas the snakeskin finish on the new boxes associates itself immediately with fashion and style. The pretty boxes jumped sales.

Gotham Hosiery added a beauty appeal to the ordinary silk stocking by rolling it up and putting it on the back of a cute, little Scottie dog. Thus, men bought hosiery as a gift feeling that they were giving something good-looking and sentimental rather than something that was just practical. (Did you hear the one about the hosiery salesman who said to his male customer: "Are these for your wife or would you like something better?")

Western Union doubled its greeting message business when they put expensive Norman Rockwell paintings on their otherwise plain yellow blanks.

Abbott Kimball, advertising agent, once asked his art director if he really thought that beauty paid. The art director replied, "I once ran an ad for a job and secured fifteen replies. I called on you first because your stationery was better looking than any of the others."

Here is a swell object lesson for folks whose packages haven't been redesigned in umteen years. Time and again tests have been made with plain and good-looking packages and every time the results were counted the good-looking packages outpolled the plain ones—sometimes as much as two and two-and-a-half to one.

The cash value of beauty has been demonstrated in so many ways that I am almost beginning to believe that there is a devastating amount of truth in that old, hackneyed expression: "The first impression is the most important."

#### **Beauty Makes Them Hungry**

C. A. Patterson, editor of the *American Restaurant*, tells me that men actually eat more expensive lunches when served by pretty waitresses.

"Do you see that cherry?" said a successful restaurant owner to Abbott Kimball, pointing to half a grapefruit, "I get a nickel more for that grapefruit with that cherry in it."

Whether it's the uniforms of the West Point Cadets, the streamlining of the new railroad trains, or the jacket of a new book, we are always caught by a "thing of beauty." Smart manufacturers would not continue to pay thousands of dollars to talented designers like Henry Dreyfuss unless beauty paid. Dreyfuss redesigned a scale and sales doubled. This is fact—not theory. Beauty is not only a "joy forever," but an active and immediate cash asset. The house builder who invested 90c in little red curtains found that his 90c curtains would sell a \$5000 house quicker than any similar investment.

#### **It Sells Candy**

Years ago, Schrafft's and Johnston's found that expensive boxes of candy could be merchandised with a deluxe beauty appeal. Today, their experience gives even the five-cent-bar people the impetus for beauty in their poster and magazine ads, which are plastered with good-looking girls. They represent energy and virility.

Candy has a health story to tell, and beauty and health go hand in hand. Candy has energy values and food values and one of the best ways to put this idea over is with pictures of good-looking, happy, attractive people. The milk companies do it; the bakery companies do it; and candy people should *certainly* do it.

At the recent packaging show in New York, no candy manufacturer received any more than an honorable mention—and only *one* candy manufacturer received even this. It was the Andes Company. It seems to me that here is a situation that calls for some strong-arm action. Let's not blame the jury. Let us blame *ourselves*, and let us do something about it.

I'll be looking for you next year at the packaging show.



## Boost Your Sales

1000-Hole—Form 4160  
Takes in \$10.00  
Pays out 160 Candy Bars  
Price .....\$1.26  
Plus 10% Federal Tax  
Holiday Boards, Holiday  
Cards and Holiday  
Headings.  
Write for our Catalog of  
Money-Making Boards,  
Cards and Die-Cut Sheets



### CHAS. A. BREWER & SONS

Largest Board and Card House in the World

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CHICAGO, U. S. A.

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Rates from \$1.50  
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### THE EVER-POPULAR HOT SPRINGS NATIONAL PARK, ARKANSAS

Bathe your way to health in the mineral waters of this famous government-supervised spa. Through a treatment of baths and through drinking the mineral waters thousands have found relief from rheumatism, arthritis, neuritis, gout, diabetes and other diseases. Nervous disorders disappear in the vigorous outdoor life of Hot Springs, that features golf, horseback riding and hiking.

*Come and Play—Regain Health*

## MAJESTIC HOTEL

BATH HOUSE AND APARTMENTS

H. GRADY MANNING, Pres.  
SOUTHWEST HOTELS INC.

BRUCE E. WALLACE,  
Manager

Write for free  
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Literature



## Walgreen's New Candy Kitchen

An "old-fashioned candy kitchen," striking because of the absence of big machinery, will operate in Walgreen's new Miami drug store, Miami, Fla. It will be one of the largest in the world when it opens about Sept. 15. The new store, with its modernistic building and equipment, represents an investment of almost \$1,000,000.

The candy kitchen, which will supply hand-made candy to the store and perhaps to other Walgreen units in the city, will be capable of turning out between 100 and 150 varieties of the confection. More than 250 varieties are turned out by Walgreen's main kitchen in Chicago, which supplies candies to units throughout the country.

Although some Walgreen stores carry bulk candy, the new Miami unit will be the first to sell the more expensive home-made candies in this manner. The kitchen in the store will not aim at high capacity, but rather at a quality that will appeal to Miami's select tourist trade. The better packaged candy will be sold in fancy ribboned and hand-painted boxes, one type of which will cost as much as one dollar apiece wholesale.

An electric candy furnace designed by the company will be one of the unique features of the kitchen. The steam jacket kettles and water-cooled slab were ordered from Savage Bros. Company.

Mr. Frank H. Blakeslee, Bradley-Smith Company, New Haven, Conn., has been appointed as state chairman of the National Confectioners' Association for Connecticut, replacing J. T. Lehan of the Mary Oliver Candy Company, who has relinquished the office.

## Shipping Containers

(Continued from page 49)

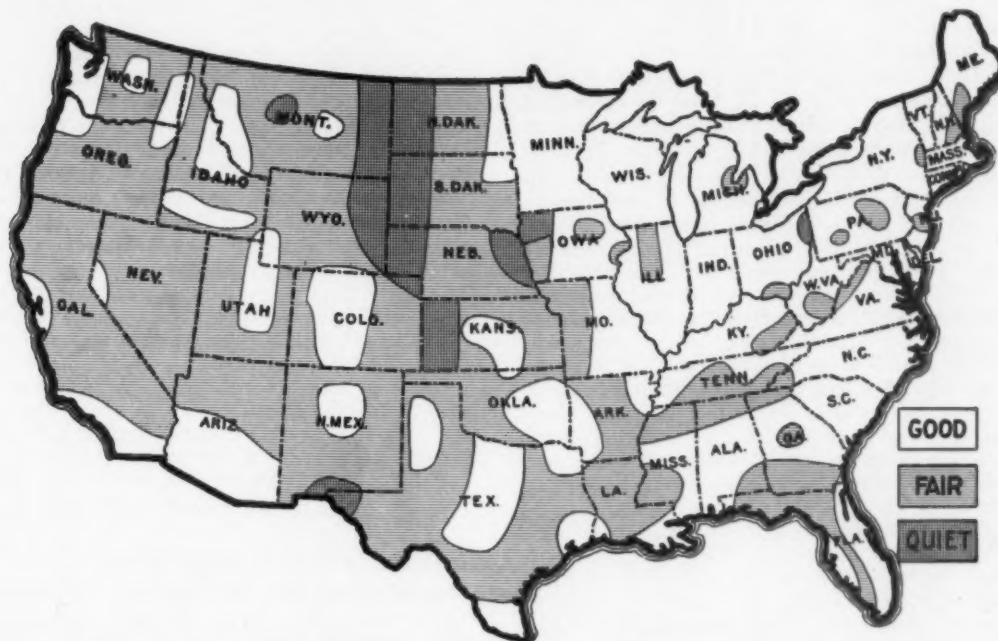
pressive load and the number of drops in the drum which he will require his completely packed container to withstand without damage to contents and without excessive damage to or distortion of the container.

Having arrived at his performance test specifications, he should submit the same, together with the number of units of his product which he intends to pack in one container, to various container manufacturers who collectively manufacture several different types of containers. These container manufacturers should be instructed to design a container and system of interior packing for the commodity that will, in their opinion, successfully meet the performance test specifications and to submit several samples of the same for testing purposes. The container manufacturers should be left free to work out through their own designing departments, using their own materials and types of containers, the details of container construction and the design of the interior packing if any is necessary.

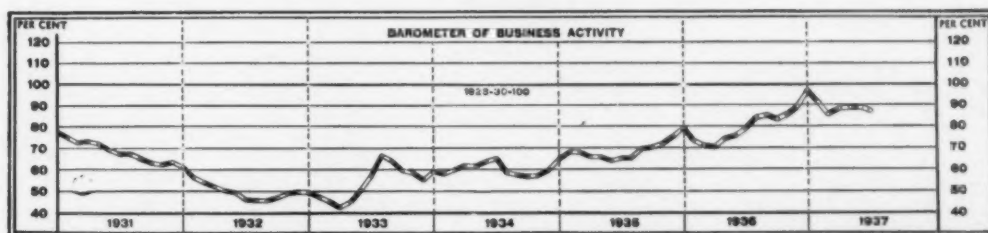
The different sample packages submitted by the various container manufacturers should then be subjected to compression and revolving drum tests carried on to the predetermined compressive load and number of falls in the drum. The results of these tests should then be carefully studied and analyzed before the next step is decided on. However, if there are two or three or more containers which meet the performance test specifications successfully, the choice should then depend on consideration of various other factors, such as cost, tare weight, ease of assembling and closing, ease of handling, ease of opening and unpacking, adequacy of the source of supply, etc.

Having chosen the most satisfactory container in light of all the factors mentioned above, its performance record in actual shipping should be carefully followed and studied. Keeping track of the results of actual shipments is an ideal way of confirming preliminary tests, and should be encouraged.

## BUSINESS CONTINUES WELL ABOVE A YEAR AGO



This map represents business conditions as of July 1, 1937, as shown in "Nation's Business", official publication of the United States Chamber of Commerce.



BASED ON INFORMATION SUPPLIED BY DUN & BRADSTREET, INC.

### Business Conditions in Brief

**BUSINESS CONDITIONS AS OF JULY 1**—June was a disturbed month in some industrial areas, northern Ohio, Indiana, parts of Michigan, and west Pennsylvania. Strikes in the independent steel mills, begun late in May, involved one-sixth of the country's producing capacity. Strikes of transport workers interfered with loading and departure of vessels. Estimates placed the number of strikers at about 100,000. This was reflected in a drop in carloadings and bank clearings, the latter being the first decrease in a year. Failures, however, were fewest since September and liabilities the smallest for more than five years. The stock market was quieter but showed underlying strength and rallied easily.

The crop situation apparently held all its earlier promise. Record-breaking receipts of new wheat were recorded in the Southwest in June.

Use of electric light and power rose to new all-time highs. Wholesale trade increased but retail trade slackened somewhat. Commodity prices, after several months' decline, turned upward.

**THE MAP**—Despite widespread labor disturbances and the normally seasonally lower trend, the decline in activity in June from the high level of recent months was only moderate.

**THE BAROMETER**—The Barometer chart line for June shows a strikingly small downturn, and continues well above the level prevailing a year ago.

### The Candy Industry

A bulletin has just been published which, it is believed, will fill a real need for the presentation in one pamphlet of a group of basic data on various phases of the candy industry. The study covers the ten-year period 1927-1936 and is based to a large extent on statistics taken from the ten surveys on confectionery production and distribution which have been conducted annually by the Foodstuffs Division since 1928.

The record production of more than 2 billion pounds of candy confectionery during 1936, as indicated by the statistics, is one of the interesting facts brought out in this study. Estimates of commercial production, per capita consumption, and related statistics are presented in conjunction with lists of trade associations, trade journals, and a bibliography detailing sources of more complete information.

It should be noted that the production estimates given in this bulletin include both candy confections reported by the Bureau of the Census in its biennial Census of Manufacturers' report on the confectionery industry, and also statistics on competitive chocolate candy produced in the chocolate and cocoa industry, such as molded chocolate bars and drops, with or without nuts. Since this study deals primarily with total production of confectionery in the United States and not the amount produced in the two separate industries mentioned above, chocolate and other confectionery are combined.

(Published by the Bureau of Foreign and Domestic Commerce.)

## ROBINSON-PATMAN ACT

(Continued from page 29)

interstate or foreign commerce and commerce in the various territories of the United States.

It also is declared unlawful for any person "knowingly to induce or receive" a prohibited discrimination in price. This provision is very important to buyers, and the word "knowingly" appears to have been inserted for their protection.

In the application of the law, the Commission to date has issued twenty-one formal complaints. These cover all the more important phases of the law. Many of the cases have advanced to trial and to other stages along the path of legal procedure which they must follow to final decision. In one case, the brokerage concern complained of was dissolved by its organizers, and, upon proper showing of discontinuance, the proceeding was closed without prejudice to reopening it if the circumstances should warrant. The proceedings in the several other cases are being expedited with the view of having decisions by the Commission rendered at as early a date as possible. These proceedings may be considered in the nature of test cases on many disputed points. One group of cases presents alleged direct discrimination in price. This practice, it will be recalled, becomes unlawful in commerce when it injuriously affects competition and exceeds savings in cost of manufacture, sale or delivery resulting from differing methods or quantities in which the commodities are sold or delivered.

Alleged discrimination in the selling price of raw materials with the alleged effect of injuring competition between competing purchasers engaged in selling finished products, is involved in some of the cases. The question of the legality of certain functional discounts also is raised. Likewise, violation of the brokerage section of the act is alleged. Two cases involve the question of the buyer's responsibility under Section 2 (f).

Under Sections 2 (d) and (e) falls the question of the legality of discrimination in advertising or promotional allowances. Certain of the pending cases raise these issues, and decision thereon will be entered in due course. Also, in relation to Section 2 (d), several of the complaints attack the practice of paying "push money" in the cosmetic trade.

The Commission has, through formal and informal action, effected compliance with the statute throughout various industries. We know that many have radically revised their selling prices and practices, resulting in compliance with the law to the benefit of the small businessman and the public.

In this brief sketch I have undertaken a description of the Robinson-Patman Act, and not an interpretation. Neither the Commission nor I can appropriately express in advance an opinion concerning application of the act to the facts of particular cases. One reason for that policy is that the Commission is required by statute to exercise the quasi-judicial function of officially and formally deciding specific cases of alleged discrimination presented to it under the procedure specified by the statute.

In devoting thought to the Robinson-Patman Act, as we have, and also to the questions of monopoly and unfair trade practices, it is well to be ever mindful of the fact that the broad general policy of our law is one of fairness and of equality of opportunity to all. That policy is of fundamental importance to the American people. It must be preserved.

## Conclusion

And now, as a sincere friend may I, in closing, suggest that we avail ourselves of the means and opportunities already at hand for constructive work in protecting honest business and the public. Let us rid ourselves of monopoly. Let cooperative action be within the law and directed not toward monopolistic ends, but to bring about elimination of harmful restraints of trade and unfair practices. Thus may we merit the good will and support of all fair-minded people and avoid the necessity of more exacting and more stringent processes which may be required in compulsory correction. Let us actively proceed to protect the public and honest business.

The rights of the individual should be protected, and individual initiative and capacity should have a fair chance to assert themselves honestly and efficiently, and receive the just reward to which they are entitled.

In these aims the interest of the public, of the government, and of business itself should be one. We can join forces and advance together. The men and women of business and those of that great body we call the public can depend upon the Federal Trade Commission to aid in such laudable undertakings.

## Net Profit from Concessions Reported at 40 Per Cent for Theatres

The concession business, vending of countless sorts of candy as well as cigars, cigarettes, soft drinks and chewing gum by machine or from lobby stands, always an active step-child of exhibition, is growing up to a stalwart son and breadwinner. In the last year the annual gross revenue from such sales is estimated to have passed \$10,000,000, derived for the most part from the sale of candy, boxed and in bars, and concentrated chiefly in eastern and mid-western territories.

The sale of confections comprises almost 90 per cent of the aggregate business, particularly in the larger metropolitan centers where candy sales overshadow all others, even cigarettes and chewing gum. In smaller cities and rural theatres popcorn is the most popular merchandise.

The gross from candy and other concessions for the first five months of this year is 36 per cent above that for the same months last year and it is expected that a 30 to 40 per cent increase will be recorded for 1937 over the gross for 1936.—*Motion Picture Herald*.

Two chocolate factories, "Laima" and "The Riegert," two of the largest Latvian exporters of chocolate confectionery, are to be merged and will then be operated under the control of "The Turiba" and the Army Economic Store. The latter concern is controlled by the Latvian War Ministry and is the largest department store in Latvia.

**Man in a Chemical World**—A fascinating account of the usefulness of the chemistry industry to the people of this nation. It was prepared and published as a result of the great success of the celebration of the 300th anniversary of the founding of the chemical industry in the United States. The book contains eleven chapters covering: Nature Points the Way; Chemistry in Overalls; Keeping Well; Feeding Millions; Wheels and Wings; From Papyrus to Television; All the Comforts of Home; Serving Industry; Security; The More Abundant Life, and The Crystal Reveals. A. Cressy Morrison is the author.

## CANDY MANUFACTURERS NOTICE!

**HAS YOUR COMPANY** checked and returned its questionnaire for the 1938 DIRECTORY OF CONFECTIONERY MANUFACTURERS? Each firm selling at wholesale, nationally or sectionally over a state or more, should send its check list of types of goods in its lines. You will want to be listed accurately in this buying guide used by all candy buyers. Address—The Confectionery Buyer Div., The Manufacturing Confectioner Pub. Co., Daily News Bldg., Chicago, Ill.



